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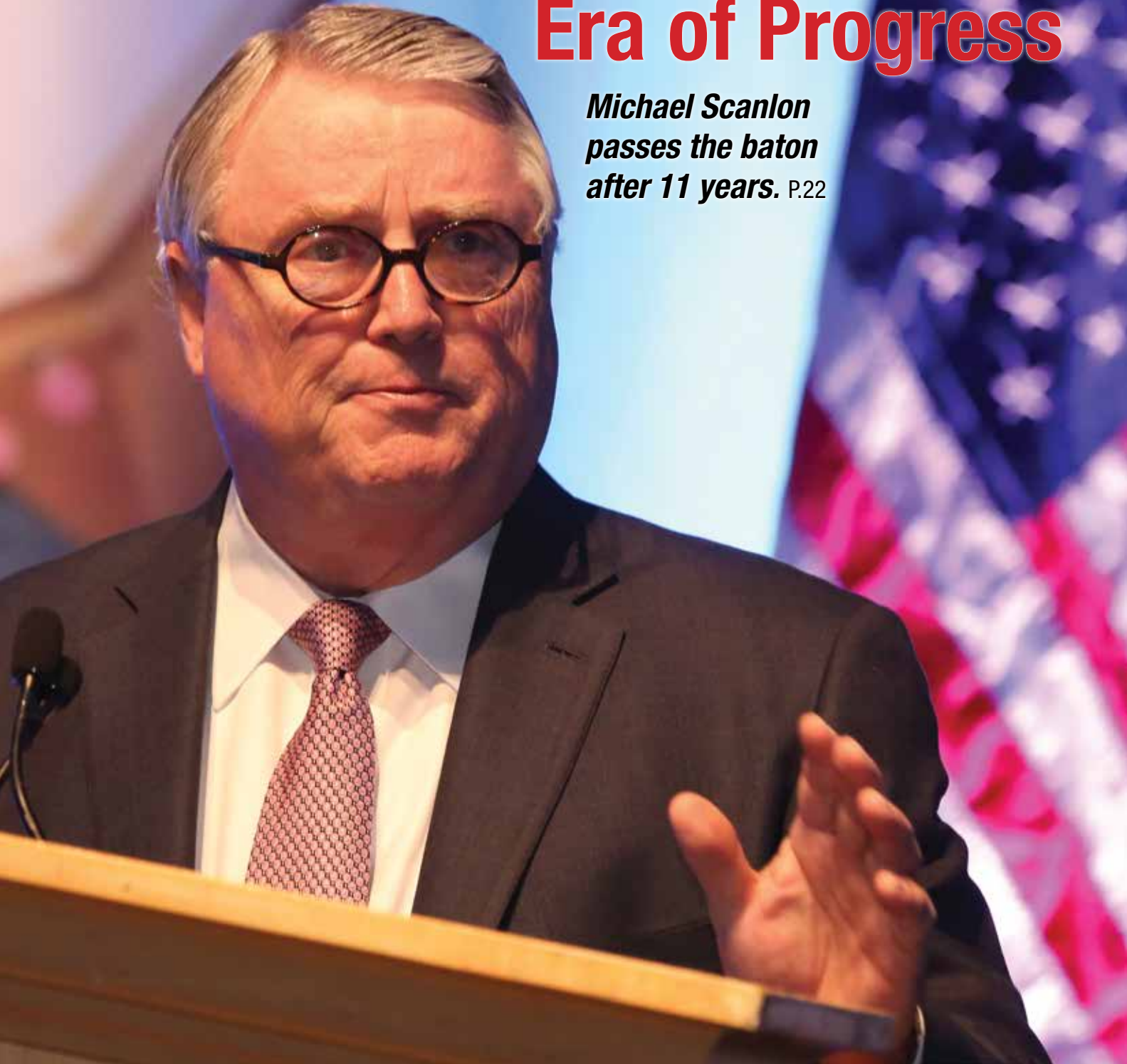
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2015 Fall Conference & Trade Show Issue

THE OFFICIAL VOICE OF THE SELF STORAGE INDUSTRY

Celebrating an Era of Progress

*Michael Scanlon
passes the baton
after 11 years. P.22*



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Celebrating a Man and the Industry

By John Barry, Chairman, SSA Board of Directors



I hope you will join your peers at the Self Storage Association Fall Conference & Trade Show in Las Vegas, September 8–12 at Caesars Palace. In addition to the tremendous education and networking opportunities and a trade show with all the industry vendors, the SSA will be celebrating its 40th anniversary!

I'd like to personally thank Mike Scanlon, SSA's CEO and president, for his dedication and achievements during his 10 years with the association.

His accomplishments are too numerous to list in this space, but we will be sure to acknowledge those and honor him at the conference. At the top of the list are the legislative victories that assist all owner/operators in running their daily business and the strong leadership he demonstrated in guiding the association through the Great Recession.

Mike needed help along the way, and the SSA staff came through. They travel all over the country each year, managing various state associations, planning educational sessions and conferences, and putting in long hours you may not have imagined. Finally, I would like to thank our board of directors, who give up their time and talents to support your association. I am proud to work with such wonderful people.

It is clear that our industry is operating in an extremely positive environment. The demand for storage has eclipsed the supply overhang from several years ago, interest rates remain low, occupancy rates are high, and private equity is searching for a home. This combination of factors, and our industry data venture with REIS, has produced an added bonus: historically low cap rates for our stores. The self storage industry has gained the respect and attention of institutional investors like never before, and is solidly competing with the other real estate sectors.

In the 10 years or so just prior to the establishment of the SSA in 1975, the self-service storage business, as it was then called, was in its infancy. Self storage buildings were constructed as a way to "land bank" real estate until a better concept could be developed. Zoning laws generally permitted storage only within industrial parks. A sign and a yellow pages ad was all that was needed for success.

Clearly, the industry is in the mainstream, with reality TV shows and movies. Prime retail or commercial locations on Main Street are now mandatory, not to mention visible websites with smartphone compatibility and pay-by-phone features, call centers and rental trucks. Gone are the days of returning calls later, as you need to catch all leads immediately.

Things are not slowing down anytime soon. Some new development and consolidation are expected to continue for several more years. A lot has happened in the past 40 years and the pace of change and improvements will continue at a quick pace. Join us this fall in Vegas to find out more about what is happening and what is to come.

John Barry is president of All-Time Self Storage, based in Lancaster, Pennsylvania.

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We take a look at storage in the West region of the United States.

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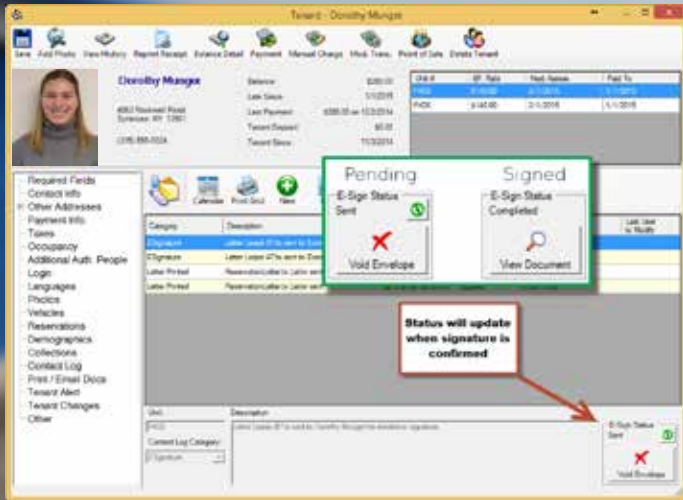
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MISSION

It shall be the Mission of the SSAF to provide timely, accurate industry information, communication and exceptional educational experiences for SSA members and owner-operators and investors across the United States and in affiliated nations. The SSAF will sponsor an "SSA Foundation Forum," a general session executive education program, at both national SSA conferences and conventions on topical and cutting-edge topics of interest to the industry at-large. Also, SSAF will provide information, education and training as to the SSA-adopted "Code of Ethics" and by promoting respect for the anti-trust laws of the United States and foreign nations that must be adhered to by all companies involved in this industry. The Board of the Foundation is authorized to recognize accomplishments, achievements and significant landmarks within the industry, including serving as the Nominating Body of persons to the SSA Board for annual induction into the Self Storage "Hall of Fame." The Board of the Foundation may from time to time acknowledge persons both inside and outside the industry who have contributed to the betterment of the industry by way of special awards and recognitions. Also, the SSAF will make charitable contributions to worthy causes, efforts and for educational purposes on behalf of the self storage industry.

Exciting New Features For 2015!

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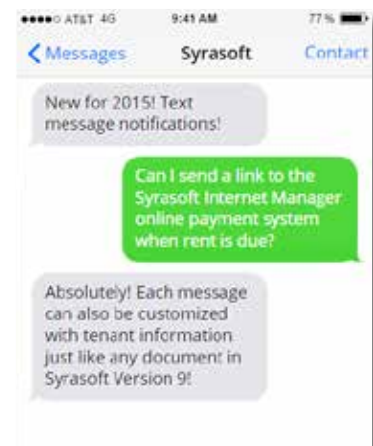


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Here's Why Getting CSSM Certified Is Important

By Ginny Stengel, Vice President, Education and State Programs

A globally recognized Certified Self Storage Manager (CSSM[®]) designation shows your employer that you have the knowledge, experience and education to effectively contribute to the success of their self storage business.

There are nearly 200 current Certified Self Storage Managers (for a complete list see pages 57–60 in this issue of the *SSA Globe*). It's a proud, bright group of self storage professionals from around the U.S. and Canada who have taken the initiative to advance their knowledge and understanding of the industry they work in.

The SSA's CSSM program is continually reviewed to ensure that the sessions actually reflect the current skills, knowledge and best practices self storage professionals need to succeed. The program supports the growth of the self storage industry and careers of those involved in the business.

The certification itself is comprised of 15 online sessions that include a video, workbook and quiz that have to be completed before a final exam can be taken. The 100 questions that make up the final exam include topics from all of the sessions. Candidates must answer 70 of the final exam questions correctly before getting their certificate and being able to use the CSSM designation.

Sessions that make up the certification curriculum are presented by Sue Haviland of Self Storage 101, Bob Francis of Devon Self Storage and Scott Zucker of the Self Storage Legal Network, and include:

- Introduction to CSSM
- Intro to Financial
- Analyzing Occupancy
- Typical Product Types and Basic Building Components
- Image and Curb Appeal
- Reports and Forms
- Controlling Expenses and Accountability

- Sometimes Conversions Just Make Sense
- Marketing, Costs and Customers
- Collections
- Emergency Planning
- What People Really Buy
- Legal Issues – Administrative
- Legal Issues – Lien Sales, Auctions
- Legal Issues – Tenant Scenarios, Hazardous Waste, Crisis Situations

The entire program, taken together, is the most comprehensive manager training program in the industry. You don't have to become certified to take advantage of the individual sessions in the program. These may be purchased individually. However, the option to take the exam to receive the CSSM designation will only be available to you if you purchase the complete certification program.

Visit selfstorage.scholarlab.com to sign up for the SSA's Certified Self Storage Manager program and give your brain a boost today!

Reminder to all current CSSMs

If the renewal date for your CSSM is this year, you will need to renew by *December 1, 2015*. 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.* Get started today! Begin the renewal process by visiting the CSSM program site at selfstorage.scholarlab.com. ❖



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Client Testimonial

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Tim Ryman, Owner

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Enhancing Lives

SSAF speaker Joseph Michelli says storage industry should stress customer satisfaction.

By Jim McConnell

In an increasingly crowded field of corporate consultants, few can say they're on a first-name basis with leaders of such luminary companies as Starbucks, Ritz-Carlton and Mercedes-Benz.

Joseph Michelli can. It's just one of the ways in which the *New York Times* bestselling author and speaker has distinguished himself from his peers. But to hear Michelli tell it, his success couldn't have been accomplished without a healthy dose of good fortune.

"At some point in life, you get a break. You just have to hope you're ready when it comes," said Michelli, who will be the Foundation Forum speaker September 9 during the Fall Conference & Trade Show in Las Vegas.

Michelli holds a Ph.D. in forensic psychology from the University of Southern California. A member of the National Speakers Bureau, he makes presentations both nationally and internationally. He provides workshops and consulting services to a variety of industries on the subjects of customer experience, branding, service, leadership, customer loyalty, culture and innovation. He also shares insights and best practices acquired through research into some of the world's most respected companies.

"I highly recommend Joseph to any organization that is focused on providing the highest degree of customer service and obtaining world-class results," said Bernie Snow, director of organizational development for Texas-based St. David's Health-Care Corp.

Getting a Foot in the Door

Michelli's first big break came in 2002. He was working as

a radio talk-show host in Colorado when he started doing research for a book about businesses that had increased profit and market share by overhauling their corporate culture. After studying Southwest Airlines and Ben & Jerry's ice cream, Michelli landed an interview with John Yokoyama, owner of the World Famous Pike Place Fish Market in Seattle.

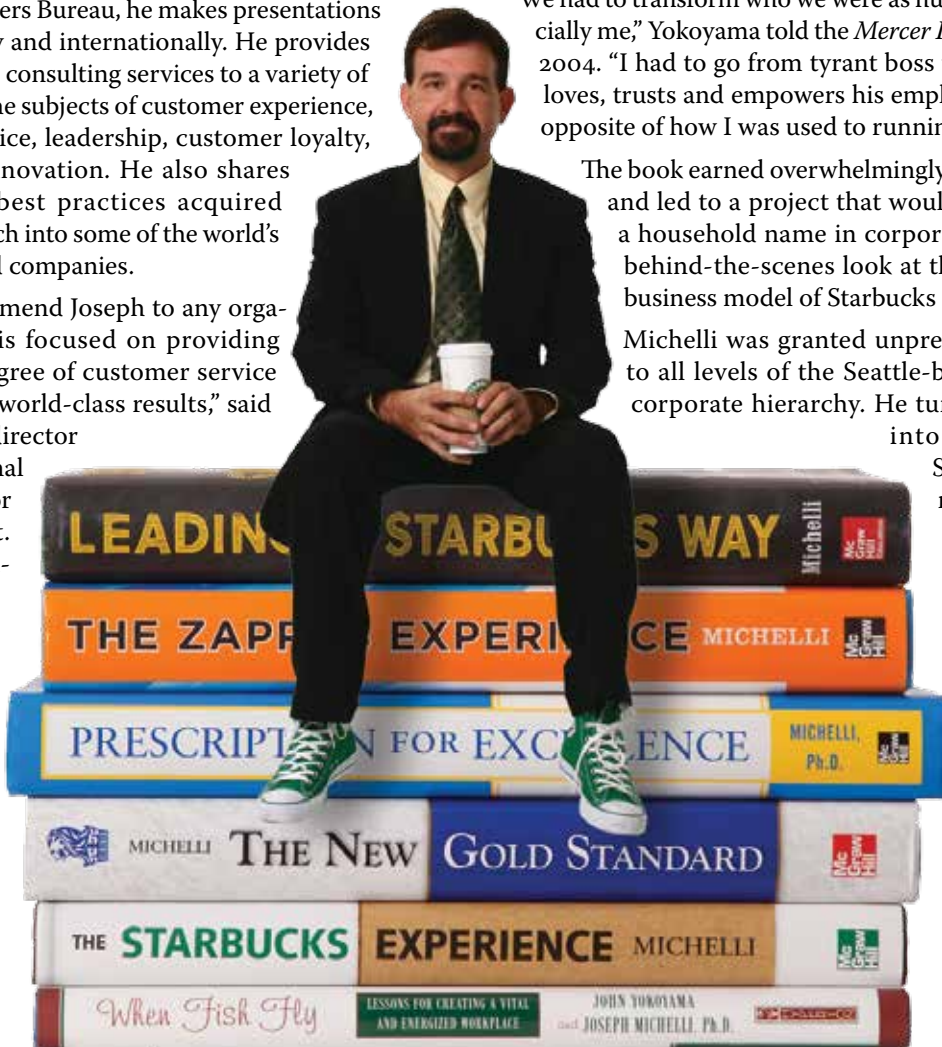
Michelli initially envisioned that Pike Place, where fish-mongers entertain customers by tossing giant salmon to each other, would be one chapter in his book. He quickly became fascinated by Yokoyama's story—particularly how the self-described "dictator" saved his floundering business by listening to his employees—and collaborated with him on the 2004 release of "When Fish Fly: Lessons for Creating a Vital and Energized Workplace."

"We had to transform who we were as human beings, especially me," Yokoyama told the *Mercer Island Reporter* in 2004. "I had to go from tyrant boss to someone who loves, trusts and empowers his employees. That's the opposite of how I was used to running my business."

The book earned overwhelmingly positive reviews and led to a project that would make Michelli a household name in corporate consulting: a behind-the-scenes look at the revolutionary business model of Starbucks coffee company.

Michelli was granted unprecedented access to all levels of the Seattle-based company's corporate hierarchy. He turned that access

into a book, "The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary," that reached number three on the *Wall Street Journal* bestseller list for business books in 2006.



“Everything took off from there,” Michelli said.

Since 2008, Michelli has published similar books on the Ritz-Carlton Hotel Company, the University of California health system and Zappos, a clothing company that defied a decline of Internet-based businesses by generating more than \$1 billion in online revenue between 2000 and 2010.

Customer Care

In 2013, he published another book on Starbucks, noting how the company had evolved and continued to grow internationally despite the recession. His most recent project, a book scheduled to be released in December, chronicles the efforts of Mercedes-Benz CEO Steve Cannon to turn the luxury automaker into a world-class customer service provider.

“Mercedes-Benz is incredible at production and marketing, but in many ways their attitude toward their customers was, ‘You’re lucky to be getting a Mercedes,’ so their service wasn’t great,” Michelli said. “Lexus was built to serve and they were kicking Mercedes around on customer satisfaction. At some point, Mercedes decided that wasn’t good enough.”

Cannon was hired as chief executive in August 2012. The following year, Mercedes-Benz ranked fifth among luxury brands in J.D. Power’s new customer satisfaction survey. By 2014, it had leapfrogged Jaguar, Porsche, Lexus and Infiniti and vaulted into the number one position.

In addition to providing financial incentives for Mercedes-Benz dealerships to improve their customer service, Cannon also took the somewhat unusual step of studying best practices utilized by three elite hoteliers: Four Seasons, Ritz-Carlton and Mandarin Oriental. Asked during a 2013 webinar why he felt compelled to look outside the automobile manufacturing sector, Cannon noted there was much Mercedes-Benz executives and dealers could learn from their counterparts in the hospitality sector.

Likewise, there are customer-driven principles and strategies that are applicable to both large international companies and local mom-and-pop operations. The fundamental objective is to increase customer loyalty by forging emotional connections that transcend purely transactional relationships.

What does a company have to do to become a customer service superstar? It has to focus on its customers in a systematic way and include the entire organization in that effort. It must have a clearly defined vision for its typical customer experience and a strong training regimen, as well as tools to gain feedback from customers.

“As long as companies truly care about their employees and customers, good things happen,” Michelli said. “That may seem obvious, but my obvious is different than somebody else’s. Not everybody gets it.”

“I’ve picked really good clients to work with, and I stay away from people who don’t really have the heart for service,” he added. “I’m at a point in my life where I’m not chasing leads anymore. I’m not working for a paycheck and I can afford to turn people down. When that happens, it’s a very liberating thing.”

Before he agreed to speak at this year’s SSA fall conference, Michelli already had an interest in the self storage industry. He was a customer of a facility for four years;

during visits to the facility, he’d occasionally engage the general manager in conversation about the business and share some strategies he thought could help the facility gain market share.

During those talks, Michelli learned that the storage industry was evolving, becoming more focused on customer service and moving away from a business model based almost entirely on providing square footage at the lowest possible price.

“There’s an opportunity for the industry to continue to do more, make access more available and be more customer-friendly,” Michelli said. “You have to hire and inspire employees to believe that what they do makes people’s lives better.”

In a self storage marketplace that is as competitive as it’s ever been, the alternative is to send potential customers elsewhere.

“More companies are saying, ‘We have to elevate our game’ and teach their people to focus on empathizing with their customers,” Michelli added. “In some cases, it’s as simple as this: you’re at risk of losing your business if you don’t do it.” ❖

.....
“There’s an opportunity for the [storage] industry to continue to do more, make access more available and be more customer-friendly. You have to hire and inspire employees to believe that what they do makes people’s lives better.”

—Joseph Michelli

.....

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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. ❖



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Dean Jernigan
Chairman and CEO, Jernigan Capital

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- Re-financing or recapitalization of existing self storage facilities

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Making the Rounds

Good planning, a skillful ground game, and smart follow up will ensure a valuable roundtable experience.

By Mark Wright

With so many opportunities for learning and networking at SSA's Fall Conference & Trade Show, getting the greatest bang-for-the-buck requires a good road map. Roundtable discussions can be especially challenging due to their open-ended, unstructured format.

Aimlessly wandering in to a roundtable session just because you're not sure where else to go at that moment can leave you—and your fellow participants—very dissatisfied. Giving and receiving in these discussions are equally important. You can make roundtable sessions a meaningful and memorable part of your SSA conference experience by following three simple steps: prepare, participate and follow up.

First, let's look at the two types of roundtables offered this year.

Educational: Scheduled for 3:15–4:30 p.m. on Wednesday, September 9, these discussions are meant to cover a wide variety of self storage topics—nearly 30 this year—and are facilitated by knowledgeable leaders. A bell will ring at regular intervals, signaling an opportunity to hop to another topic at a different table.

Exhibitor-sponsored: Set for 8:30–9:45 a.m. on Thursday, September 10, these discussions are being held as a result of feedback from past SSA conferences where attendees expressed a desire for additional time with exhibitors. SSA will provide an advance list of exhibitor tables.

Step 1: Preparation

How you prepare depends to some extent on whether you will be attending the conference solo or as one of several colleagues from the same company.

If you will be there with a company team, meet in advance and identify the topics you collectively want to be sure get discussed in the roundtable—both for your firm as well as for each of you as storage pros. Divvy up the topics and decide who will represent your firm at each table. Agree on a note-taking protocol so team members can capture helpful information to share with one another later.

An individual can obviously only be in one place at a time, so you have two choices if you find yourself an army of one: prioritize or recruit allies. Spend some quality time prior to the show thinking about what you want out of

the roundtables. Make a list of questions you'd like to get answered or problems for which you want advice. If your list is too long to cover by yourself, either focus on the top two to three issues you want addressed, or consider building your own team to cover all the bases; contact a few fellow storage pros and merge your lists into a shared game plan.

Step 2: Participation

The roundtables are meant to be educational, so stick to professional development issues rather than inserting mini-commercials for your company.

Know what's OK and not OK to reveal about yourself or your company (no talk of pricing, for example—an anti-trust no-no).

Remain civil. Refrain from arguing or passing judgment. Don't dominate the discussion; let everyone weigh-in fairly.

Be generous in sharing your knowledge and experience.

If you plan to live tweet or post photos and comments to social media during discussions, be sure to get permission upfront from fellow participants.

And, of course, respect the role and authority of each roundtable's facilitator.

Step 3: Smart Follow-up

Think about what you will do following the roundtable—before it ever starts.

Bombarding a group or individual subject matter expert with questions during a session will earn you more frowns than friends, so politely get a business card and email people afterward if you have specific follow-up questions. Likewise, get a business card from leaders of those discussions you couldn't attend.

Use social media, as appropriate, to reach out afterward or to follow the postings and advice of participants and leaders—but be selective, strategic and respectful.

Every roundtable is a two-way, give-and-take opportunity. By making and following a plan that suits your interests, you'll continue to benefit from these discussions long after the conference. ❖

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“As an owner/operator, I am grateful to Mike and his team who have successfully helped to pass legislation in many states.

—Nancy Gunning,
Chesapeake Resources, Inc.

“When Mike Scanlon joined the SSA, we moved literally from the dark ages of associations into the light.”

—Kenneth E. Nitzberg,
Devon Self Storage

“Mike Scanlon has never been afraid to make successful decisions after careful consideration of all of the facts. The industry has grown in integrity by having him as our dynamic spokesperson.”

—Nancy Martin Wagner
Chateau Products, Inc.

“The SSA was in turmoil. Mike Scanlon had a plan. He executed it. The result is the dynamic SSA of today.”

—Robert Schoff,
National Self Storage

“Mike brought accountability, teamwork and enthusiasm that allowed the association to make it through the Great Recession. We thank him for his energy, his continual push forward, but most of all for his ideas.”

—Mike Burnam,
StorageMart



Scanlon Brought Vision, New Standard for Representation

By Tim Dietz, SSA Chief Operating Officer

Mike Scanlon called me one hot afternoon during the summer of 2004 to tell me that he had just taken over a nonprofit trade association and he needed me to join him by September. “What is the industry?” I asked. “Self storage,” he replied.

That was my first exposure, other than as a customer, to this remarkable real estate sector. I asked the cliché question that I’ve heard a thousand times myself subsequent to Mike’s call: “They have a trade association?”

“You need to come over here and help me,” he said. “We are going to under-promise and over-achieve.”

Well, he was half right. It has never been Mike’s style to under-promise, probably one of the marks of a visionary.

Mike and I had enjoyed a productive working relationship at a telecommunications company for many years before he “retired” the first time, around 2002. He had been in his mid-fifties and decided he wanted to

manage his own business out of Hilton Head, South Carolina, for a while. When he left that company, I knew he was spent and didn't want to answer to anyone for the time being. When he was recruited to the SSA, he didn't have to answer to just one person, but ten.

Mike had provided that board of directors with a detailed analysis of what he felt this organization and its membership needed. Although I will be stepping up from an internal position to lead the organization, the situation was much different when he came along. Mike brought both a Washington and general nonprofit trade perspective with him.

Previously, Mike held executive positions at trade groups including the Petroleum Marketers Association and the American Bar Association where he was very proud to be a non-lawyer with a bigger office than all of the lawyers who worked on lower floors of that trade group.

Mike and I set out to create a couple of functional areas that had not yet become part of the SSA. Whereas he had been a Washington administrator and nonprofit professional, I'd had a different track that complemented the needs of the SSA. Out of college I had taken roles as a business and newspaper reporter, but moved on to a primarily lobbyist career.

"This place needs a magazine, because the members don't know what they're getting," he said. "You're going to get that up and running. Then we need to start a government relations department, so that we can represent this industry." He didn't simply put me in charge of both areas and disappear; he went about establishing the resources that would enable us to make it happen.

It didn't hurt that there was a tremendous staff of professionals already on board and willing to adjust to the new vibe. Some of them—including Ginny Stengel, Jennifer Pettigrew and Joan Baccay-Marsha—are still enjoying a career representing self storage operators. Each has, in her own way, provided the continuity that is refreshing and unique in the new world order of Millennials.

Nor did it hurt that we had a remarkable board in place, willing to do whatever it would take to bring the SSA to the forefront of the real estate trade association community. Among them were industry operators who had a hand in selecting Mike, including Gary DeBode, Nancy Gunning and Dan Nixon. The board members who would provide leadership over the next decade are too numerous to name, but two in particular stepped up for much longer than their prescribed tenures and made an indelible mark: Ken Nitzberg and Patrick Reilly.

Mike's legacy cannot be viewed as an executive who started with a blank slate. The many men and women who constituted the early years of the SSA provided an ideal base on which to expand this association. And it was Mike who conceived the Self Storage Hall of Fame in order to duly honor these pioneers.

Having been established as the national meeting place for owner/operators of self storage units, Mike instituted many other additions. He did so very deliberately and at such a brisk pace that those of us on his staff would have to race to keep up with not only today's ideas, but yesterday's ideas, last week's ideas, last month's ideas.

It was his nature to push for more and, after a decade, the SSA reflects this era of unashamed trial (and occasional error): a legislative program that has matured into a healthy model of representation, a collaborative dynamic with the state associations that has benefited everyone; the SSA Foundation, the home of the SSAF scholarships, supporting the dreams of dozens of students with ties to the industry; and a healthy respect for the traditional elements of the SSA, most importantly our industry education and conferences.

Under-promise? Certainly not, but a great deal of achievement to be sure. ❖

"Our industry and association had many challenges during the past ten years and Mike's leadership was invaluable."

—John E. Barry,
All-Time Self Storage

"Mike Scanlon was the catalyst who brought our association into the 21st century with a vengeance! Storage owners owe this man a debt of gratitude for what he has done for our industry."

—John Gilliland,
Investment Real Estate, LLC

"Mike was able to pull the SSA through what could have been its darkest time and truly put a team together to excel for the future."

—Brenda Scarborough,
William Warren Group

"Mike was always there for you when you needed him. I lost my suite for meetings in Vegas one year and he gave me his room to use for two days. Thanks Mike, we'll miss you!"

—Charles "Chico" LeClaire,
Marcus & Millichap

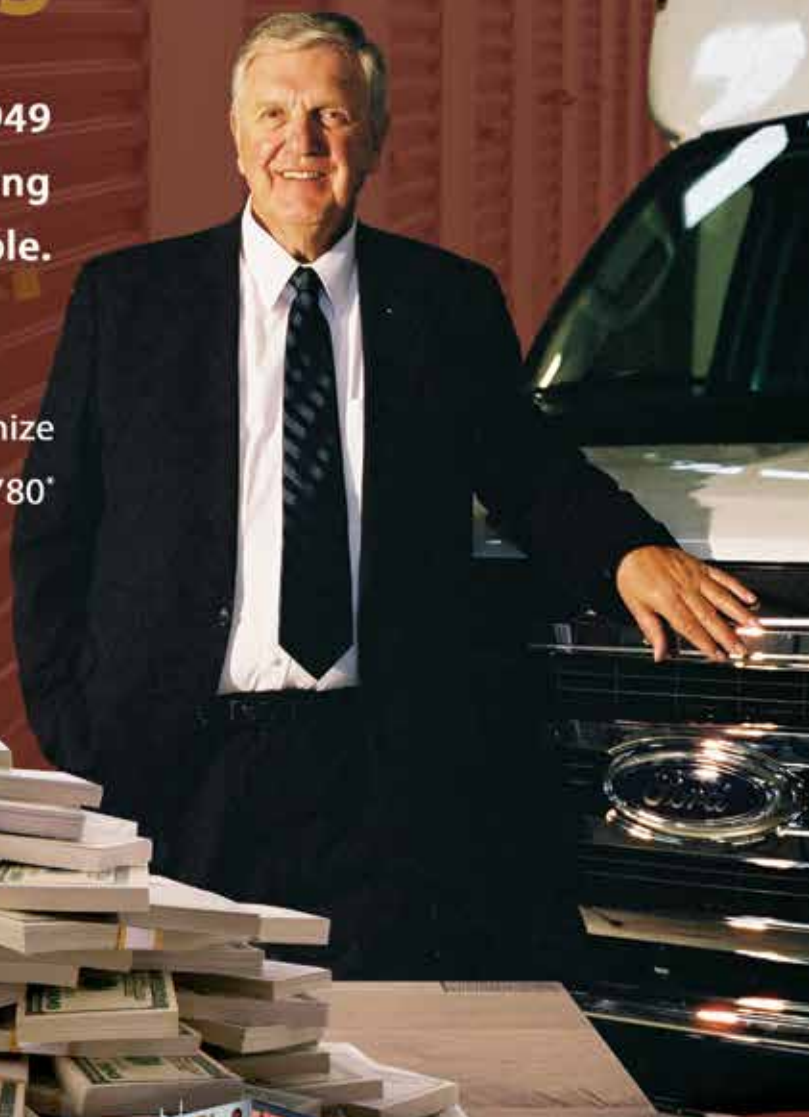
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Devon Self Storage and the Nitzberg family salutes its founding father, Chairman & Chief Executive Officer, Kenneth E. Nitzberg on his induction into the Self Storage Hall of Fame.



Congratulations, Ken!



Since Devon's founding in 1988, Ken has served as an example of leadership within the industry. This honor reflects his significant contributions to the Self Storage Association and recognizes the impact his ingenuity and tireless commitment have made on the industry in general. Throughout his entire career, Ken has worked to conduct all business with the highest ethical standards, and continues to set a positive example by supporting community involvement and charitable activities.

Thank you for your dedication, leadership, and generosity.



2015 Self Storage Hall of Fame

The Self Storage Hall of Fame recognizes annually the contributions of storage professionals to their businesses, to this industry, to the Association and to their communities. In addition to honoring those who are successful entrepreneurs and active within the SSA, we take great pride in inducting well-rounded self storage citizens.

And that is precisely what we have in our 2015 inductees: Ken Nitzberg (Devon Self Storage) and Mike Burnam (StorageMart). Because Ken and Mike are long-time friends, we thought it was only fitting that they write a profile on one another.



Mike Burnam



Ken Nitzberg

Mike Burnam: All in the Family

By Ken Nitzberg

I first met Mike, his father Gordon (a member of the first SSA Hall of Fame in 2005) and his younger brother Cris in a hallway of the Fairmont Hotel in San Francisco at my first-ever Self Storage Association conference in the mid 1990s. I had been a seasoned veteran of the industry for two years when I met the Burnam clan. Little did I know that Mike and I were to become great friends, travel the world together to hunt and fish, and constantly compare notes about each other's business successes and failures. Isn't that what friends are for?

Mike has a long history in the self storage business. His father Gordon started in the self storage business in 1972. Mike soon joined in the family business, but as Mike tells it, the Burnam family was in many, many different businesses over the past 40 years, ranging from raising horses for meat to be shipped to France, all other types of real estate including apartments and retail centers, and even to servicing and inspecting sewer facilities. In fact, Mike at one time studied for and received his certification in wastewater management, which is not intended to be a commentary on his self storage management skills!

The company's efforts and achievements in the storage industry really began to accelerate in earnest in the early 1990s with the formation of Storage Trust, which would become the second self storage REIT to go public in 1994. In 1999, Public Storage completed a hostile takeover of Storage Trust, leaving Mike and his family with 14 facilities, down from the 237 that Storage Trust was operating at the time of the takeover.

After Public Storage fired Mike and his family, they teamed up with Warburg Pincus, a leading Wall Street private equity firm, in 1999. At the time, many of the Wall Street investment banking firms were eager to get a foothold in the self storage industry by partnering with a proven self storage operator. The Wall Street firm would provide the capital, while the experienced self storage operator would run the day-to-day operations. This proved to be a very successful venture, but in 2006 Warburg decided to cash in its chips.

See Burnam, page 30

Ken Nitzberg: Storage Pioneer

By Mike Burnam

I met Ken at the Fairmont Hotel in San Francisco during one of the first Self Storage Association meetings after Storage Trust went public. I don't recall what brought us together; it might have been Ken's experience in the public markets, but I suspect it was because he was one of the only Californians I knew who owned a gun and hunted! After that I knew we would become long-time friends and frequent roommates on hunting trips around the world.

Ken's history was just a primer for his entry into the self storage business and was much more professional than mine. We both had degrees in agriculture, but his background was much more financially oriented than mine with his co-founding of Equitec Financial Group in 1973.

Ken became Equitec's president in 1977, eventually growing the company to \$4.5 billion of assets under management with more than 250,000 clients. The company went public and was listed on the New York Stock Exchange in 1985. Then, in true Ken fashion, a controlling interest was sold in 1987 to an outside group and he promptly began looking for greener pastures. Those pastures contained a storage conversion facility in Houston that became the first of many conversions Ken and his new company Devon developed.

Ken was one of the leading self storage conversion pioneers, and that is probably where I first saw some of his converted stores on the East Coast with his signature drive-through lane. Ken attracted many different investors over the years. Although he has done business with name-brand investors—Harvard Endowment Fund, State of Michigan Retirement System, Wells Fargo, J.P. Morgan and many others—I first got to spend time with him after he sold his company to Goldman Sachs in 1998, which led to Devon becoming one of the U.S. pioneers entering the European self storage market.

Pioneers always get the arrows, and Ken's pioneering efforts in Europe were no different. After creating the first U.S.-style self storage facilities in Holland, Germany and France, he was lucky (tongue in cheek)

See Nitzberg, page 30

Mike's family wanted to purchase the assets from Warburg Pincus but needed a new capital partner to pull off this acquisition. Ever the entrepreneur, a perfect partner was found who happened to live in Columbia, Missouri—where Mike was raised, attended the University of Missouri and lives today. Together they purchased the portfolio from Warburg, which at the time had 58 stores in nine states.

Immediately thereafter they began to acquire additional stores, growing the new company, StorageMart, to a total of 70 stores in 12 states, while employing four family members in addition to all of the other jobs Mike was instrumental in creating. The company then ventured into the Canadian market and ended up doing its own hostile takeover, buying the only publicly traded self storage REIT in Canada. The successful takeover netted StorageMart an additional 67 stores in five provinces of Canada, making StorageMart the largest self storage operator in the country.

During all of this growth, Mike did not forget to give back to the industry that gave so much to him and his family. He served on the board of the Self Storage Association from 1991–1993 and was chairman in 1993. After being off the board for 10 years, he was cajoled into rejoining for an additional three-year term in 2003. Mike has been a very frequent speaker at both the national level and at numerous state SSA association meetings.

He is always available to unselfishly give of his experience and knowledge in the self storage industry. Today, Mike's brother Cris runs StorageMart very well and the company is one of the largest private self storage companies in North America, owning 170 stores with 80,000 units and employing 510 people in two countries. The company has a market value of almost \$2 billion. Mike just continues to do the things he likes to do!

On a personal basis, Mike is married to Janice and they have two children and seven grandchildren. Mike is very active in his church activities and helped organize and sponsor the annual prayer breakfasts at the spring SSA meetings. He and Janice like to bicycle, especially when they lead bike tours in Europe. He is an avid fisherman and a dedicated bird hunter, which is something that we both enjoy together with our many friends in the industry.

Mike is as proud as am I to be part of the Self Storage Association, a great organization where one can call competitors friends.

Ken Nitzberg, who is also being inducted into the Self Storage Hall of Fame this year, is the chairman and CEO of Devon Self Storage.

enough to have had one of the biggest fires in self storage history in an Amsterdam facility! In 2002, Ken repurchased his management company after Goldman Sachs sold the U.S. assets at a significant profit to U-Stor-It (before it became CubeSmart).

Ken again began developing self storage in the U.S., successfully building and selling several portfolios at just the right time, as well as expanding into acquisitions and third-party management. Today Devon's portfolio operates 50 stores in 19 states, employing 120 people, with a market cap above \$350 million.

In 2002, Ken founded the Mid-Sized Owners Group to create a platform for mid-sized owners to meet and share ideas and information. The MSOG started with 25 member firms and grew to more than 175 representing 5,000+ stores. The name was changed to the Large Owners Council after including the public REITs. The LOC meets at the spring and fall SSA conferences.

Ken was asked to join the SSA board in 2003, elected vice chair in 2004 and chairman in 2005–06.

Even though Ken was in constant motion over the years, he still gave back to his alma mater, the University of California, Davis. He was a trustee of the UC Davis foundation for nine years, two of those as chairman while completing the \$15 million UC Davis Students First campaign. As part of the campaign, Ken and his wife Joanne funded the Kenneth E. and Joanne M. Nitzberg scholarship endowment for the UC Davis Graduate School of Management.

Ken also served on the board of trustees for the Head-Royce School, a 120-year-old K–12 private school in Oakland, California, from 1992–2001, raising money for a new lower school. Through the years, Ken told me many stories about his long-time association beginning in 1982 with the Young Presidents Organization (YPO). In classic Ken fashion, he held every office including chairman while also serving on three YPO University committees in Paris, Istanbul and Israel. Ken is now a member of the Northern California Chapter of the World Presidents Organization (WPO), the graduate group for YPO, and was chairman in 2006–07.

Ken is still active in the self storage business and recently co-founded and is chairman of Self Storage Insurance Associates, Ltd., a Cayman Island tenant reinsurance company with 25 member firms and more than 700 member self storage facilities. Ken lives in Berkeley, California, with his wife Joanne, and has two daughters and one granddaughter.

Mike Burnam, who is also being inducted into the Self Storage Hall of Fame this year, is the CEO of StorageMart.

Eleven Years of Hall of Fame



The Inaugural 2005 Class

2005

Frank Blumeyer, Sr.
Gordon Burnam
Dan Curtis
Hardy Good
Harold Leslie
Edmund Olson
Arthur "Buzz" Victor

2006

Charles Barbo
Thomas Brundage
Don Daniels
Harvey Linken
Alan Minter
Daniel Webster

2007

B. Wayne Hughes
W.W. Bill Woodard
Tom & Millie Swanson

2008

Joanne Geiler
David Mackstaller
Dave Reddick

2009

Bob Abernathy
Foy Cooley
Don Temple

2010

William Kenney
Steve Wilson

2011

W. Michael Schoff
Bob Soudan
Ron Boorstein

2012

Lorin Christean
John Yelland

2013

Bob Bader
Dean Jernigan

2014

Ken Woolley
Barry Hoeven

2015

Mike Burnam
Ken Nitzberg





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Mike Burnam joined his father Gordon and mother Mickey in the self-storage business in 1974. He has been buying, building, and operating storage locations across the United States and Canada ever since. His siblings **Tim**, **Cris**, and **Kim** joined him a few years later, making his passion for storage a complete family affair. He is best known for his leadership at Storage Trust and now at StorageMart. **Mike is a past chairman of the Self Storage Association** and served on the boards of the SSA and the Canadian SSA.

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Here are Vegas.com's Top 10 Shows to see when you're in town.

With so many productions on and off the Las Vegas Strip, it can be difficult to pick which show is right for you and your budget. Las Vegas offers a variety of live entertainment, so finding a show isn't the hard part.

Fortunately for you, our friends at Vegas.com have done the heavy lifting by listing in great detail their Top 10 Shows you should consider. Enjoy!



O Cirque du Soleil at Bellagio

There's a reason this show still sells out. "O Cirque du Soleil" is one of those shows that once you've seen it, nothing can match it. It redefined the theater experience with water on stage and gasp-inducing acrobatics. "O" can only be seen in Las Vegas, and with 85 performers and 150 stagehands, it contains imaginative, yet seemingly impossible images. It can be thought of as a living representation of a Salvador Dali or Vladimir Kush painting. The complex combination of infinitely flowing movement from the performers at all times during the show creates an ever-evolving work of art accented by lighting special effects and an innovative soundtrack performed by an ensemble of live musicians and singers. Of course, we love all the Cirque shows, but if we had to pick one, "O" would be our must-see choice.

Terry Fator at the Mirage

Terry Fator is considered the greatest illusionist on the Las Vegas Strip, but you'll never see him perform any magic tricks. He's a fantastic impressionist, especially considering he's barely moving his lips. He amazes audiences with spot-on singing in the voices of famous entertainers like Elvis, Cher, Ella Fitzgerald and more without moving his lips, and that's not all. Along with being a singer and a celebrity impressionist, Fator is a puppeteer. His face may not move much during his show, but his hands are always in action, bringing to life his cast of lovable puppet co-stars.



Celine Dion at Caesars Palace

It says a lot when a single performer can redefine an entire show genre. With no other performers on stage, Celine took up the Elvis mantle and carries the show by herself. She performs her repertoire of hits and a collection of songs from other artists, including Billy Joel and Ella Fitzgerald. The Grammy Award-winning artist performs with 31 musicians who make up an orchestra and band. A stunning light and video display acts as a backdrop for Celine, and at one point, she even sings "How Do You Keep the Music Playing," a duet she performs with a hologram of herself. Even audience members who are not big fans are wowed by her performance.

Boyz II Men at The Mirage

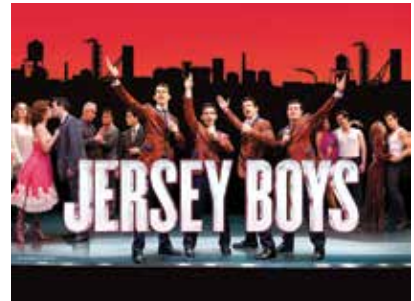
The three remaining members of Boyz II Men know how to work a room and connect with the audience. The Boyz from Philly sing their greatest hits, including "It's So Hard to Say Goodbye to Yesterday," "One Sweet Day" and "End of the Road." The dynamic trio woos the ladies with flowers toward the end of their show. Arms wrapped around large bouquets, a cappella singers Shawn Stockman, Nathan Morris and Wanya Morris hand red roses to women rushing the stage as they sing "I'll Make Love to You." The crooners, who engage the audience with humor, also pay tribute to Motown with a cover of several classic hits in a fun number complete with gold Motown jackets and coordinated moves, à la Motown greats, The Temptations.

Le Rêve - The Dream at Wynn Las Vegas

“Le Rêve” is a water show that depicts a colorful aquatic wonderland of beautiful and mystifying characters inside a circular theater with a pool as the main stage. Gymnasts, aerialists and synchronized swimmers appear from every angle, at times ascending from the water, descending from the high arched ceiling or running through the theater and alongside the audience. While the performers dazzle the audience on stage, in the air and from the water, 16 scuba divers aid performers underwater. What really makes this show great is that it is always improving itself. And if you are scuba certified, you could always view the show from beneath the surface.

Jersey Boys at Paris Las Vegas

When you see “Jersey Boys,” it’s like you are actually watching the Four Seasons. The cast brings to life the music of Frankie Valli and the Four Seasons, with such songs as “Big Girls Don’t Cry,” “Sherry” and “Walk Like a Man.” The musical tells the story of the 1950s blue-collar group’s rise to stardom. Each of the Four Seasons takes a turn telling their side of the story and it becomes clear that while their voices fit together in perfect harmony, their distinct personalities and lives were a sharp contrast to their symphonic sound. The compelling story, combined with riveting performances and endearing music, reiterates why The Four Seasons are a truly timeless act. Few shows manage to cross generational lines so easily.



Absinthe at Caesars Palace

“Absinthe,” described by some as naughty, racy and over-the-top, has amazing performers and personalities. It’s a variety show that manages to tap into burlesque. The show, held in a large white tent in front of Caesars Palace, is an adults-only, circus-style spectacular that combines old-world burlesque with specialty acts and outrageous comedy. “Absinthe” is hosted by The Gazillionaire, who wears an ill-fitting white tuxedo and spits out profanities at the audience. The cast is willing to poke fun at the more traditional circus shows and doesn’t take themselves too seriously.

Human Nature at the Venetian

Another Motown act that we really enjoyed is Australian vocalists Human Nature. The group performs many Motown’s favorites, including “Baby I Need Your Loving” and “I Heard It Through the Grapevine.” They’ve even put out a chart-topping Motown tribute album, “Reach Out,” that went platinum five times. This attracted the attention of Smokey Robinson, who recorded “Get Ready” with them.

Penn & Teller at Rio

Magic and Vegas are synonymous, and other than Sin City icons Siegfried and Roy, no other duo has risen to such a level. One of the best parts of their act is when they explain the magic trick (a magician no-no), but they throw in a twist, and you still have no idea how they did it! The tall, lanky Penn serves as a narrator, providing a running comedic commentary on just about everything they do, while the diminutive Teller provides a lot of the show’s action, all without saying a single word. The show relies heavily on audience interaction and folks from the audience are chosen to be part of some tricks and to help confirm the authenticity of others.



Blue Man Group at Monte Carlo

If you’re looking for avant garde, no language barrier, kooky, weird and visually stimulating, “Blue Man Group” is it. Not only has the group invaded the media—including amusing references in TV show “Arrested Development”—they have invaded our hearts here in Las Vegas. The audience just loves their show. The Blue Men combine theatrics, art, music and science to create an interactive, wild and percussion-driven experience full of humor and energy.

For more information on the shows listed, visit Vegas.com or the respective venue where they are playing. Photos courtesy of Vegas.com.



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VISIT US AT BOOTH #609

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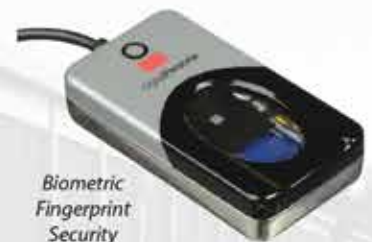
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SSA 2015 FALL CONFERENCE & TRADE SHOW

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iStorage currently owns and manages over 65 locations across the country with large concentrations in the Northeast, Southeast, and West Coast regions. Since its inception, iStorage has prided itself in being a leader in the self-storage industry offering clean, bright, and convenient locations for our customers. iStorage has also recently launched their Property Management Platform which will focus on providing a "Local Feel with a National Reach" to independent self storage operators. Their Property Management Platform offers self storage owners the ability to compete with national brands through the use of proprietary Revenue Management, industry leading Web Marketing, and their state of the art in house Call Center. Their proven performance will be a win for any self storage operator looking for a boost in their bottom line and property value. www.istorage.com



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2015 SSA FALL CONFERENCE & TRADE SHOW

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Celebrate 40 Years of the SSA in Vegas!

For over 40 years, SSA has continued its commitment to provide the necessary tools and resources you need to help you move ahead of your competition. Our exhibitors display the best and most innovative products and services you need to develop, build, and operate your self storage business. Talk with our vendors. Whether you are a seasoned veteran or an industry newcomer, you are sure to find many great resources in the exhibit hall.

So if you are looking to get timely information, new ways to grow your business and enjoy your free time in a great city, come to Las Vegas. The SSA's primary goal is to provide a program that is relevant for all industry individuals, be they site and area managers, owner/operators, suppliers or investors.

Be Our Guest!

Guest registration includes entrance to the SSA 40th Anniversary Reception (Wednesday, September 9), Breakfast Buffets (Wednesday, Thursday and Friday), entrance to the Trade Show, including Lunch in the exhibit hall, and the Closing General Session (Friday, September 11).

Opening General/Keynote and Concurrent Sessions, Special Meetings, Hot Coffee/Hot Topics, and Roundtable Discussions are not included in the Guest registration fee. Those who wish to attend these events should register in the Additional Rep category. Guests who are not registered will not be permitted to participate in any event.

The SSA is all about you! Come to Las Vegas to see why.



THE 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*). Vendors who want to register for the conference, and are not exhibiting, must register in the full registration category only.

Trade Show Hours:

Wednesday, September 9, 11:30a – 3:00p Thursday, September 10, 11:30a – 2:30p

Lunch is served in the trade show hall each day; tickets are required for lunch and are included with paid registrations.

Our exhibitors represent many sectors of the industry, including:

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

ROUNDTABLE DISCUSSIONS

Over the years the Roundtable Discussions have become one of the most popular parts of the SSA Conferences. These lively sessions are always packed and the two Roundtable Discussions that will be held in Vegas will offer you the widest variety of topics. This year the Roundtables will be split between educational topics (Wednesday) and exhibitor products/services topics (Thursday). This **new format** will give the conference attendee more time in an intimate setting with their vendors of choice. You choose the educational topics and exhibitors you are most interested in and make your way to the appropriate table for a 20-minute session, then move on to another. The Roundtable Discussions are included in your registration fee and you won't want to miss them.

HOT COFFEE / HOT TOPICS

What's on your mind? Lots of great ideas here. Bring a question, describe a problem, and get an answer from your colleagues. Our group of professionals will guide the discussion among the audience. Breakfast is available each morning so visit the buffet and pour a cup of coffee, and join other industry professionals for some top-notch information and lively discussion. These sessions will be held Wednesday, Thursday and Friday mornings. Use them to gain valuable insight into the self storage industry, share frustrations, and resolve problems.

TRADE SHOW ONLY REGISTRATION

This special registration category is for those individuals who cannot participate in all of the conference activities, but still want to learn about the self storage industry. Our exhibit hall is open on Wednesday and Thursday, September 9 and 10. If you are interested in attending only the Trade Show, you may pre-register for as low as \$130 (for SSA members; by August 21). This fee includes lunch in the exhibit hall, plus valuable networking with our exhibitors during the Trade Show.

LEARN FROM THE EXPERTS...

SOCIAL MEDIA BOOT CAMP*

Tuesday, September 8 | 1:00 pm – 4:00 pm



HOLLY RITCHIE

This 3-hour session, led by Holly Ritchie-Fiorello, walks you through setting up and managing your business accounts on the most popular social media used in self storage. The session includes an overview of social media: What's new? What's out there? Why is it important? Then specific tools:

- How to setup and manage your Facebook Business Account.
- How to setup and manage your Twitter Business Account.
- Local Listings and Citations—what are they?
- What platforms should you use?
- How to setup Google+ My Business (Claim your free Google listing and get on maps)
- How to fix an incorrect Map Marker
- Management Tools: Hootsuite, etc.

Holly is a University of South Florida alumnus, with over 9 years of experience in the design, development, and search engine marketing of websites and technology. Her expertise in marketing is focused on Business to Consumer relationships, and she has been serving the Self Storage Industry with the team of experts at The Storage Group.

MANAGERS SUMMIT*

Wednesday, September 9 | 8:45 am – 11:30 am



CAROL MIXON-KRENDL



SUE HAVILAND

Managers will learn the 10 secrets to providing great customer service. This fast paced interactive session will give instruction on not only how to impress our customers, but also how to handle difficult customer service situations where you might potentially lose a customer such as: rent increases; late and lien fee charges; employee errors (e.g., overlocks not removed); problems with other tenants; problem tenants (e.g., living in the space).

Managers will discover the best way to answer the phone and how to sell more effectively in our ever increasing competitive market. This session will include working in groups to improve the sales presentation and learning how others sell their storage amenities. The attendees will also be able to listen to sales calls and critique the presentations. Don't miss this opportunity to meet other storage managers and to be the best manager you can possibly be!

REGIONAL SUPERVISORS PROGRAM*

Tuesday, September 8 | 1:00 pm – 4:00 pm



ANNE BALLARD

This program is designed for those who are currently (or aspire to be) overseeing more than one property and management team. This fall's program is delivered by one of the most experienced management experts and trainers in the industry, Anne Ballard.

The program will cover: Effective strategies on motivating your team, managing and rewarding your managers, measuring results and activities, clear targets and monthly feedback, technology tools, and annual improvements list.

- Motivating Your Team: goal setting; bonus styles & commission schedules; frequent feedback; the onsite visit
- Managing & Rewarding Your Managers: annual and semi annual awards & prizes
- Measuring Results & Activities: annual reporting schedule; clear targets & monthly feedback; daily checklist; EOM summary
- Budgets: cash flow statements; managers versions
- Marketing Goals: training; education; reporting & analyzing effectiveness; on and off site events & set up; social media use; email marketing; press releases
- Technology Tools: District Manager for SiteLink; Auction Pro for SiteLink; DocuSign; OpenTech Alliance
- Annual Improvements List: budgeting; bidding; oversight

FOUNDATION FORUM

Wednesday, September 9 | 10:15 am – 11:30 am



JOSEPH A. MICHELLI, PH.D.

Dr. Michelli has worked with companies like Starbucks, Zappos, The Ritz-Carlton Hotel Company, Pike Place Fish Market, and most recently Mercedes Benz. He will share best-practices from his experience with these companies and will do it in a way that helps develop joyful and productive workplaces with a focus on the total customer experience. Dr. Michelli's excels in delivering his message with ease, humor, and the expertise of someone who "lives" client experience and leadership excellence.

KEYNOTE

Thursday, September 10 | 10:00 am – 11:30 am



RONALD L. HAVNER, JR.

Chairman of the Board, Chief Executive Officer and President, Public Storage

DAILY SCHEDULE *(subject to modification)*

Tuesday, September 8

9:00a – 5:00p Exhibitor Set-up

9:00a – 5:00p **Conference and Trade Show Registration**
Cyber Café • SSA Membership, State Affiliates, Products & Services Booth

1:00p – 4:00p **SOCIAL MEDIA BOOT CAMP**

Presenter: Holly Ritchie, The Storage Group

Learn why marketing on the web is different. Rather than following the old rules of command-and-control, message-driven advertising and PR, speak directly to your customers and buyers with targeted messages that help them solve problems instead of bombarding them with advertising they'll likely ignore. This session walks you through setting up and managing your business accounts on the most popular social media outlets used in self storage. **Optional event; requires separate fee.**

1:00p – 4:00p **REGIONAL SUPERVISORS PROGRAM**

Presenter: Anne Ballard, Universal Storage Group

The SSA Regional Supervisors Program (RSP) is an exciting education course for those who currently (or aspire to) oversee more than one property and management team. In addition to managers or regional district managers, the program is expected to draw new and prospective owners who need more insight on the management of multiple properties. This program is taught by top management experts and trainers in the industry.

Optional event; requires separate fee. Generously sponsored by



4:00p – 6:00p **Young Leaders Group (YLG) Networking Reception**

Requires a company membership with the Self Storage Association and dues in the YLG. To join the YLG, please visit www.selfstorage.org.

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6:00p – 7:15p **Chairman's VIP Reception**
Ticketed event; by invitation only.

6:00p – 7:15p **Canadian SSA Reception**

Wednesday, September 9

7:00a – 5:00p **Conference and Trade Show Registration**
Cyber Café • SSA Membership, State Affiliates, Products & Services Booth

7:00a – 8:30a **Breakfast Buffet and Networking**

7:30a – 8:20a **HOT COFFEE/HOT TOPICS**

Bring your questions and concerns to these sessions and collect new ideas to improve your business. Experienced self storage professionals will provide valuable information and insight on the topics at hand.

■ **Local Search: 5 Ways to Capture Leads and Leases from the Mobile Consumer**

Presenters: Kaitlyn Rogers, G5 and Michelle Bakva, William Warren Group

As of 2014, 56% of Self Storage searches began on mobile devices. This is an increase of 45% from Q42013 to Q42014. It's clear that consumers now prefer to search for Self Storage units on mobile devices. This shift to mobile search will have a significant impact on website traffic, leads, and leases for companies and facilities that are not prepared. In this session, attendees will be introduced to what they can do today, tomorrow, and in the coming weeks to capture mobile searchers and convert them quickly to move-ins.

Key learnings include: The behaviors and preferences of the mobile searcher; Understanding location-based marketing; • PPC, SEO, and Social Media tactics designed to turn mobile searchers into leads

■ **Building Conversions or Small Sites**

Presenter: Ken Carrell, ARE Associates

This session covers building conversions and how to make the most out of a small site. Building Conversions – the session will cover the best way to convert existing buildings into self storage and how to maximize a site with existing buildings. Small Sites – in this session, you'll learn the best ways to maximize a small site to get the most square footage so you can maximize profits.



Where your industry comes together...

8:00a – 8:30a **ORIENTATION FOR FIRST-TIME ATTENDEES AND NEW MEMBERS**

This session will help make your first SSA Conference & Trade Show experience not only more enjoyable, but more productive as well. You'll learn to maneuver through all of the program activities in a timely, efficient manner, so you'll be able to plan your personal agenda for maximum effectiveness. Then you'll find out how you can put your SSA membership to work for you! Learn about new programs created specifically for owners and operators, new publications, and much more.

8:45a – 10:00a **OPENING PANEL SESSION**

Panelists: Ryan Severino, REIS, Inc. (Moderator); Nancy Gunning, Self Storage Plus; Robert Schoff, National Self Storage Management Inc.

"Self Storage Operational Expenses: What are they and how do they compare across the nation"
Join veteran self storage owner-operators as they dissect the details of a newly commissioned data study on self storage operational expenses. The new study details will be presented by Reis, Inc., the authors of the study. The panel will share their experiences and compare data from markets across the country.

8:45a – 11:30a **MANAGERS SUMMIT**

Presenters: Carol Mixon-Krendl, SkilCheck Services; Sue Haviland, Self Storage 101

*All self storage managers are welcome to attend this comprehensive session designed specifically for managers and owner/managers. This session combines lively lectures and hands-on group exercises. You'll learn how to add revenue, increase occupancy and retention, and have fun in the process! At the end, attendees will have practical ideas to implement, a new network of colleagues, and be further prepared for the unexpected. **Optional event; requires separate fee.** Generously sponsored by*



9:00a – 5:00p **Direct Member Lounge**

Membership has its privileges, and we're rolling out the red carpet for direct members of the national SSA with a comfortable and relaxing lounge where you can sip on a complimentary beverage before visiting the trade show or next session. (Direct Member badge required upon entry) Generously sponsored by



10:00a – 10:15a **Break**

10:15a – 11:30a **SSA FOUNDATION HALL OF FAME INDUCTIONS**

This prestigious award goes to individuals who have made outstanding contributions not only to SSA but also to the storage industry as a whole. This year we honor Ken Nitzberg of Devon Self Storage and Mike Burnam of StorageMart Partners.

FOUNDATION FORUM SPEAKER

Joseph A. Michelli, PhD, author of The Michelli Experience

Dr. Michelli has worked with companies like Starbucks, Zappos, The Ritz-Carlton Hotel Company, Pike Place Fish Market, and most recently Mercedes Benz. He will share best-practices from his experience with these companies and will do it in a way that helps develop joyful and productive workplaces with a focus on the total customer experience. Dr. Michelli's excels in delivering his message with ease, humor, and the expertise of someone who "lives" client experience and leadership excellence.



11:30a – 3:00p **Trade Show and Lunch**

A buffet lunch will be served in the trade show hall. Tickets required for lunch.

1:30p – 6:00p **Large Owners Council Meeting**

For members who own 10 or more facilities and 1 million sq.ft. of rentable space and are dues-paying members of the LOC. Reception to follow.

3:15p – 4:30p **ROUNDTABLE DISCUSSIONS**

Just about every self storage topic you can think of 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. We have 30 topics...so select the tables where the discussion will benefit you most! We will ring the bell at regular intervals to allow you to participate in different table discussions.

4:45p – 6:00p **CONCURRENT EDUCATIONAL SESSIONS**

■ **Managers Track: What’s in a Word?**

Presenter: Jeffrey Greenberger, Katz Greenberger and Norton LP

A “grace period” can get me sued and other terms not to use in your Self Storage vocabulary. Many terms we take for granted in our Self Storage operations have unintended meanings that we only find out about once a lawsuit is filed. This session looks at 15 terms that can get you in trouble and tell you how to avoid them.

■ **Owners Track: Analysis of the Public Self Storage Companies to Private Operators**

Presenter: Marc Boorstein, MJ Partners

This session will review public self storage company comparisons to private operators including specific examples of investment market transactions, recent earnings analysis, new management and operational initiatives and capital market activities - analysis of the most recent earning results and comparing the public self storage companies: Public Storage, Extra Space, CubeSmart and Sovran, to private operators. You will be given examples of actual transactions in various regions nationwide including new certificate-of-occupancy transactions. Marc will share highlights of new operational and management initiatives, and specific capital market activities to help private operators compare and compete with public companies.

4:45p – 6:00p **NEVADA SELF STORAGE ASSOCIATION MEETING / EDUCATIONAL SEMINAR**

6:30p – 7:45p **Nevada Self Storage Association Silent Auction**



6:30p – 7:45p **SSA’s 40th Anniversary Reception**

Thank you to our 2015 Fall Event Sponsors:



Thursday, September 10

7:00a – 3:30p **Conference and Trade Show Registration**

7:00a – 5:00p **Cyber Café • SSA Membership, State Affiliates, Products & Services Booth**

7:00a – 8:15a **Breakfast Buffet and Networking**

7:30a – 8:20a **HOT COFFEE/HOT TOPICS**

Bring your questions and concerns to these sessions and collect new ideas to improve your business. Experienced self storage professionals will provide valuable information and insight on the topics at hand.

■ **Maximizing Revenues**

Presenter: Michael Monteith, American Classic Self Storage

This session will include rental rate strategies, pushing the envelope, and measuring the results. We’ll also cover how and when to make your changes to your rate plan and how to explain these changes to your customers with confidence.

■ **Manager Wage and Compensation**

Presenter: Carol Mixon-Krendl, SkilCheck Services

In this session, we’ll discuss manager wages, compensation, and bonus structures. This includes how to find great people and how to entice them to work in self storage.

8:30a – 9:45a **EXHIBITOR SPONSORED ROUNDTABLE DISCUSSIONS**

We’ve heard your requests for additional time with our exhibitors so we’re changing our format for the second day of Roundtable discussions. Covering a wide array of product and service topics, these roundtable discussions will present additional opportunities to talk to our exhibitors about your specific needs. A list of exhibitor tables will be available prior to this session so you can plan accordingly and get your questions answered in this intimate setting.

8:30a – 10:00a **CANADIAN TOPIC PANEL DISCUSSIONS**

9:00a – 5:00p **SELF STORAGE MARKETS IN LATIN AMERICA**

Optional event; requires separate fee. Fee includes Trade Show and lunch on Thursday and 40th Anniversary Reception on Wednesday.

Prominent industry leaders from different countries throughout Central and South America will gather to discuss a variety of pertinent topics that relate to Self Storage in Latin American countries.

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AGENDA

9:00a	Introduction - Lucia Darnell
9:15a	Mexico Association
9:45a	Brazil Association
10:15a	Social Media
10:35a	Security
11:30a	Trade Show and Lunch
1:40p	Operations
2:40p	Development in Latin America
3:40p	Development in Latin America, Part II
4:40p	Closing statement and questions

9:00a – 5:00p **Direct Member Lounge**

Membership has its privileges, and we're rolling out the red carpet for direct members of the national SSA with a comfortable and relaxing lounge where you can sip on a complimentary beverage before visiting the trade show or next session. (Direct Member badge required upon entry)

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9:45a – 10:00a Break

10:00a – 11:30a **KEYNOTE ADDRESS**

Ronald L. Havner, Jr., Chairman of the Board, Chief Executive Officer and President, Public Storage



11:30a – 2:30p **Trade Show and Lunch**

A buffet lunch will be served in the trade show hall. Tickets required for lunch.

2:30p–5:00p **YOUNG LEADERS GROUP (YLG) MEETING**

Requires a company membership with the Self Storage Association and dues in the YLG. To join the YLG, please visit www.selfstorage.org.

Generously sponsored by 

2:45p – 4:00p **CONCURRENT EDUCATIONAL SESSIONS**

■ **Managers Track: Essential Tools for Today's Self Storage Manager**

Presenter: Stacie Maxwell, Universal Storage Group

Every self storage manager needs to be equipped with a special set of tools—from technology and marketing materials, to appearance and attitude. Learn what today's managers can and should use, and how to use them effectively to make great impressions, close sales, and win the day.

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

Presenter: John Gilliland, Investment Real Estate LLC

This program will focus on case studies of actual self storage sale transactions. Everyone wants to know how the "deal went down" and this is the presentation that will show and tell all with actual transaction deal points. The audience will gain insight on how various self storage transactions are structured—from the setup of the purchasing entity to property information, negotiation points, potential deal killers and how to handle such obstacles, financing structures and acquisition strategies. We will cover how taxes are eliminated, reduced or deferred with the various structures. Finally, the buyer's returns and equity growth will be outlined and quantified.

4:00p – 4:15p Break

4:15p – 5:30p **CONCURRENT EDUCATIONAL SESSIONS**

■ **Managers Track: Customer Experience and Corporate Culture**

Presenter: Tim Killion, Cubesmart

Explore the importance of culture and customer service as difference makers within an organization. This session will present critical elements of building and enhancing a strong customer service culture based on the speaker's experience leading a WOW! culture in the financial and storage industries. The session focuses on the following key elements of a culture's success: standing out to your customers, consistency of messaging and branding, a culture champion, and leadership support. A strong internal culture sets the foundation for creating unique and unforgettable customer experiences which turns your customers into fans!

■ **Owners Track: Marketing Return on Investment Panel**

Panelists: Christina Alvino, LockTite Storage; John Manes, The Jenkins Organization (Moderator); Phil Murphy, Next Door Self Storage / Call Potential; Dayna Dukett, The Storage Web

An analysis of all parts of your marketing plan and the return on your budget as a whole. From digital to print and community marketing, determine not only ROI, but what a tenant is really worth.

4:15 – 5:30p **Mid-Sized Owners Group (MSOG) Panel Session**

By invitation only. RSVP required.

Panelists: Jay Fulcher, Development-Management Inc.; AJ Osborne, Keylock Storage Holdings, LLC; John Lugar, Virginia Varsity Self Storage

"Positioning your Company's Operations for Growth"

Operators with 2–9 facilities will be invited to join this session focused on the essentials of operating a mid-sized operation and the tools needed to grow, including technology considerations, human resources and operations and development.

Generously sponsored by our Partner Plus Sponsors:



5:15p – 7:15p

Young Leaders Group (YLG) Offsite Networking Reception

Requires a company membership with the Self Storage Association and dues in the YLG. To join the YLG, please visit www.selfstorage.org.
Generously sponsored by



Friday, September 11

7:00a – 8:15a **Breakfast Buffet and Networking**

7:00a – 10:00a **SSA Membership, State Affiliates, Products & Services Booth**

7:00a – 10:30a **Cyber Café**

7:30a – 8:20a **HOT COFFEE/HOT TOPICS**

Bring your questions and concerns to these sessions and collect new ideas to improve your business. Experienced self storage professionals will provide valuable information and insight on the topics at hand.

■ **Web Marketing Straight Talk: Who is The Real Boogeyman?**

Presenter: Chuck Gordon, Sparefoot

You can't thrive today without being good at web marketing. But without knowing the market and its players, it's hard to say just how good you need to be. Here's the truth: There's no secret formula for getting to the top. There's just a tried and true method that works. The big guys know this; they've been using it for years. This presentation uncovers their method and shows you how to manipulate the web and leverage your strengths to compete with the big players. You'll see what they're doing and how you can replicate their method on a small budget. We'll also unravel the mysteries of PPC and SEO, arming you with tactics to implement today to make the web work in your favor. Backed by 5 years of research, this presentation exposes the realities of the online landscape for operators more candidly than ever before.

■ **Innovative Design Techniques for Successful Self Storage Facilities**

Presenter: Bruce Jordan, Jordan Architects Inc.

You'll learn key aspects in facility design in order to maximize occupancy and rental rates. New build, conversions, remodels ... they all have the potential to command a sophisticated clientele willing to spend more for a premium facility. Specific topics include, overall site design/layout, conversions, office design, user-friendly multi-story design, exterior design, landscape design, and community relation through facility design.

8:30a – 9:45a **SPECIAL PANEL SESSION**

“Keeping Your Customers’ Data Secure”

Panelists: Phil Tucker, OpenEdge; Tiffany Nordgren, OpenEdge; additional panelists TBD

Data breaches, EMV, ApplePay are all heightening security awareness while confusing those who are responsible for it. How has the self storage industry been impacted? What are the right questions to ask to make sure that you are doing all that you can to protect your customers and your business.

9:45a – 10:00a Break

10:00a – 11:15a **CLOSING GENERAL SESSION**

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

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

A Q&A session for owners and managers 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 be your attorneys and take your questions for as long as time permits. This session will be well worth staying over an extra night in Las Vegas—free legal information brought to you by the Self Storage Legal Network.



Industry specialists keep you engaged...



Where it all happens...

ACCOMMODATIONS/HOTEL

CAESARS PALACE

Las Vegas continues to capture the world's imagination as the destination where anything is possible. With its award-winning restaurants, luxurious spas, fantastic shopping, world-class golf, and truly unique entertainment, Las Vegas remains one of the most exciting convention destinations in the world. Mark your calendar and join SSA September 8-11 in Las Vegas! You'll have an opportunity to learn from industry professionals who will teach you how to beat the odds and stack the deck to prepare for a winning future.

ACCOMMODATIONS

All of our functions will be held at the luxurious Caesars Palace on the Las Vegas Strip. If you were with us last fall, you know how convenient the hotel's convention tower is. You'll be just an elevator ride or a short walk away from all of the SSA activities and your industry peers; no need to brave the heat, since everything will be under one roof—enclosed and cool!

SSA has negotiated the lowest rates available: from \$155 plus tax single/double Sunday, September 6 through Thursday, September 10. Friday and Saturday rates start at \$191 plus tax single/double. To ensure you receive these rates, call Caesars toll-free at (866) 227-5944 to reserve your room and associate yourself with the Self Storage Association conference. Use SSA Code: SCSSA5.

The SSA room block is likely to sell out well before the cut-off date of August 12. We urge you to make your room reservations ASAP! Our block of rooms at the discounted rate usually sells out early.

WHEN YOU ARRIVE IN LAS VEGAS

The SSA Registration Desk is open from 9 am to 5 pm on Tuesday, 7 am to 5 pm Wednesday, and 7 am to 3:30 pm on Thursday. Stop by during these hours to get your badge and conference materials (if you're pre-registered), or to register on-site as necessary.

Registration discounts are now in effect! Register today at www.selfstorage.org

ATTENTION NON-MEMBERS

Join now and save on your registration! Members receive discounted prices for most conference activities, as well as a downloadable library of all session recordings and slides. 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.

REGISTRATION FORM AND FEES – FALL 2015

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) 289-9844 or email SSA@Showcare.com, as far in advance of the conference as possible. Cancellations faxed or postmarked on or before August 21, 2015, 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 August 21, 2015!**

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 No. _____
 City _____ State _____ Zip _____
 Phone (_____) _____ Fax (_____) _____
 Email _____ May we share your email address with exhibiting companies? Yes No
Is this your first SSA Conference & Trade Show? Yes No
What best describes your company: Single Facility Multiple Facilities Management Firm Vendor to the Industry
Your designation: Facility Manager Facility Owner Regional Manager/Supervisor Developer Vendor 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

Direct Members Only: Full and Additional Rep registration fees include a downloadable library of session recordings and slides.

Optional Events. Not included in Full, Additional, 1 Day, Trade Show, Guest and Nevada registration categories.

	REQUIRES SSA MEMBERSHIP ID NUMBER				Non-Members
	SSA Direct Members ³		International & State Affiliate (Indirect) Members ⁴		
	By 8/21/15	After 8/21/15 and On-Site	By 8/21/15	After 8/21/15 and On-Site	
<input type="checkbox"/> FULL REGISTRANT	\$675	\$750	\$750	\$800	\$900
<input type="checkbox"/> ADDITIONAL REP (same company)	\$550	\$625	\$625	\$675	\$800
<input type="checkbox"/> 1 DAY ONLY <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	\$375	\$425	\$425	\$475	\$550
<input type="checkbox"/> TRADE SHOW ONLY ¹ <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	\$130	\$145	\$145	\$155	\$190
<input type="checkbox"/> GUEST REGISTRANT Name: _____	\$325	\$350	\$350	\$375	\$425
<input type="checkbox"/> NV ONE DAY SPECIAL ² (Wednesday, September 9)	\$350	\$375	\$350	\$375	\$425
<input type="checkbox"/> SOCIAL MEDIA BOOT CAMP (Tuesday, September 8)	\$225	\$250	\$250	\$275	\$395
<input type="checkbox"/> REGIONAL SUPERVISORS (Tuesday, September 8)	\$250	\$295	\$295	\$325	\$400
<input type="checkbox"/> MANAGERS SUMMIT (Wednesday, September 9)	\$150	\$175	\$175	\$275	\$300
<input type="checkbox"/> LATIN AMERICA MARKETS (Thursday, September 10)	\$199	\$199	\$199	\$199	\$300

¹ Vendors who are not exhibiting **must** register in the Full Registrant category only

² For owner/operators in Nevada

³ Those who have a valid ID number

⁴ Canadian SSA and various state affiliated association members who have an SSA ID number

PART C – PAYMENT INFORMATION

Registration Fee \$ _____
 Guest Fee \$ _____
 NV One Day Special \$ _____
 Social Media Boot Camp \$ _____
 Regional Supervisors Program \$ _____
 Managers Summit \$ _____
 Latin American Markets \$ _____
 Gift Certificate # _____ - \$ _____
Total Fees* (\$ US) \$ _____

Enclose check payable to SSA in U.S. funds, or charge: Visa MC AMEX

Card # _____ Exp Date ____/____

Print Name on Card _____

Billing Address _____

Signature _____

Mail or fax your completed registration form before September 1, 2015 to (514) 289-9844; SSA c/o Showcare Event Solutions, 1200 G Street NW, Suite 800, Washington DC, 20005-6705. **Registration forms received after September 1, 2015 will not be processed in advance. Instead, please register onsite at the SSA desk at Caesars Palace. NOTE: Registration without payment will not be processed.**

Questions? Contact the SSA Registrar: Phone (514) 228-3076 | Fax: (514) 289-9844 | email: SSA@Showcare.com

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

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

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To discuss how we can assist you in your self-storage needs, please contact:

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CBRE

cbre.com/invontselfstorage

Certified Self Storage Manager

CSSM®

The Self Storage Association (SSA) Certified Self Storage Manager Program advances the professionalism of the manager's role by offering standardized education and promoting continuing education and practical experience through continued tenure in the industry. For convenience, cost savings, and uniform accessibility to the industry, the CSSM® is attainable through SSA's Online University and the SSA Certified Self Storage Manager Program. Renewal of the designation is also simple, standardized, inexpensive, and at the designee's convenience throughout the renewal year. The new program can be found at www.selfstorage.scholarlab.com.

Certification is the attainment of SSA's Certified Self Storage Manager (CSSM®) designation. This consists of the following components:

- Standardized education through the SSA's Online University's SSA Certified Self Storage Manager Program and passing the final exam (Part 1 below)
- Continuing education in the CSSM® Renewal Program (Part 2 below)
- Continued employment in good standing in the industry while sustaining certification (Part 2 below)

Part 1: CSSM® Certification Program Requirements

1. Successful completion of the CSSM® Program onsite (15 sessions) through SSA's Online University with a passing score of 70 or above on each of the quizzes at the end of each session. Once all 15 sessions and quizzes are completed, must successfully pass the final exam of 100 questions with a score of 70 or above.
2. Agree to uphold the SSA Industry Code of Ethics as it applies to the facility manager's role.
3. Verifiable employment (or candidacy) in good standing as a self storage manager, supervisor, or owner/investor.

Those attaining certification may use the CSSM® designation, and their names will be listed in the SSA Official Registry of Certified Self Storage Managers appearing in SSA publications, on the SSA website, and at SSA national conferences.

Part 2: Sustaining Certification: CSSM® Renewals

To retain the CSSM® designation, designees must:

1. Renew every two years. Attain 4 hours of continuing education (CE) credits via the SSA Online University CSSM® Program or by SSA-designated educational programs, by December 1 in the renewal-due year, which occurs in two year increments following the year of initial certification. (Example: If the CSSM® is earned in 2015, it is renewed by earning four (4) CE credits either online on the SSA CSSM® Program or by attending SSA-selected courses for credits between January, 2017 and December 1, 2017. The next renewal period for this sample designee would begin in January 2018, and so on.)
2. Adhere to the SSA Industry Code of Ethics.
3. Continue employment in good standing as a self storage manager, supervisor, or owner/investor.
4. CSSM® designees who do not fulfill the CSSM® renewal requirements as outlined above must re-certify by successfully completing Part 1, above.

In the interest of maintaining the integrity of the CSSM® designation, CSSM® designees who do not renew their certification will be purged from the Registry and barred from using the SSA CSSM® designation, which is the property of the Self Storage Association.

CSSM® Disclaimer: The Self Storage Association Certified Self Storage Manager designation certifies that the individual has completed and demonstrated proficiency in specified course work relevant to working in the self storage industry. The Association does not investigate the background of applicants. Employers are encouraged to perform pre-employment background checks on all applicants, including applicants who hold SSA's or other certification. Certification program requirements and fees subject to change as resources or industry needs necessitate.

**Self Storage Association • 1901 North Beauregard St • Suite 106 • Alexandria, VA 22311 • www.selfstorage.org
For the CSSM Program, visit www.selfstorage.scholarlab.com**

SSA Certified Self Storage Managers (CSSM[®])

Current Designees as of July 2015

Michael Abell Devon Self Storage Memphis, TN Class Year: 2015	Lisette Benyamin 1-800 Self Storage Melvindale, MI Class Year: 2015	Wendy Carter 1-800 Self Storage Oak Park, MI Class Year: 2014	Jodie DiBartolomeo YourSpace Storage Timonium, MD Class Year: 2013	John Farley Trojan Storage Rocklin, CA Class Year: 2015
Wade Adams U-Store Management Baltimore, MD Class Year: 2014	Peggy Bisbey Moove In Self Storage Lancaster, PA Class Year: 2012	Darrell Charles Snohomish Storage Snohomish, WA Class Year: 2015	Janice Disbrow Maximize Self Storage Management Palm Coast, FL Class Year: 2013	Ben Farmer Chatham Parkway Self Storage Savannah, GA Class Year: 2009
Teresa Albrecht Stowaway Storage Johnson City, TN Class Year: 2015	Angela Blomquist Bay Area Self Storage Cupertino, CA Class Year: 2009	Cherie Churchill Chain Lake Storage Monroe, WA Class Year: 2015	Amanda Don Barnegat Bay Self Storage Little Egg Harbor, NJ Class Year: 2008	Amanda Fawver Store Safe Self Storage Reno, NV Class Year: 2011
Charles Allen Class Year: 2015	Ken Bochenek American Oaks Proper- ties, Inc. Lafayette, IN Class Year: 2010	Matthew Clark StoreRight Self Storage Lakeland, FL Class Year: 2011	Rodney Doss Five Point Holding, LLC Plano, TX Class Year: 2014	Debbie Fincham YourSpace Storage Timonium, MD Class Year: 2010
Jennifer Allen Class Year: 2015	Karen Bodoano Sentinel Self-Storage Edmonton, AB, Canada Class Year: 2007	Collin Collins Trojan Storage Redondo Beach, CA Class Year: 2008	Debbie Dowse StorageVille Winnipeg, MB, Canada Class Year: 2013	Matthew Finkle Foothill Self Storage Upland, CA Class Year: 2014
Erika Alonzo Self Storage Manage- ment Co. Los Angeles, CA Class Year: 2014	Susan Bortz Falmouth Self Storage Fredericksburg, VA Class Year: 2014	Susan Conner Moove In Self Storage York, PA Class Year: 2012	Latasha Dozier Storage World Inc Decatur, GA Class Year: 2011	Andrew Fireman Aspen Strategics Rockville, MD Class Year: 2014
Ivan Alvarez Self Storage Manage- ment Co. Los Angeles, CA Class Year: 2014	Shelley Bowes Sentinel Self-Storage Corporation Edmonton, AB, Canada Class Year: 2009	Debbie Constable Eastlake Self Storage Chula Vista, CA Class Year: 2006	Lise Dube Sentinel Self Storage Les Cedres, PQ, Canada Class Year: 2012	Jessica Fisher AA Self Storage Junction City, KS Class Year: 2013
Maria Anderson StoreRight Lakeland, FL Class Year: 2015	Valerie Boyd U-StorIt, Inc. Little Rock, AR Class Year: 2005	Mark Dagenais Self Storage Manage- ment Company Los Angeles, CA Class Year: 2008	Diana Duffield CubeSmart Suwanee, GA Class Year: 2013	Chad Flinchbaugh Moove In Self Storage York, PA Class Year: 2012
Thomas Anderson StoreRight Self Storage Lakeland, FL Class Year: 2011	Amy Brockman Cerritos Self Storage Cerritos, CA Class Year: 2014	Mahshid May Davoudian First Pointe Manage- ment Group Calabasas, CA Class Year: 2006	Alex Duncan Ga 400 Storage Cumming, GA Class Year: 2013	Romarcis Flore-Gonzalez U-Store Management Falls Church, VA Class Year: 2014
Cynthia Arroyo South Gate Storage South Gate, CA Class Year: 2014	Denise Brown U-Store Management Baltimore, MD Class Year: 2014	James Deem Armored Self Storage Phoenix, AZ Class Year: 2007	Frank Duran Trojan Storage Ontario, CA Class Year: 2015	Stephen Galambos Jones River Storage Kingston, MA Class Year: 2013
Michelle Ashby Community Storage Yorktown, IN Class Year: 2009	Adrian Brumar Nationwide Real Estate Investments LLC Lansing, IL Class Year: 2012	Cindy DeGraffenreid Pacific Coast Commer- cial Self Storage Division Spring Valley, CA Class Year: 2011	Cindy Eck Trojan Storage Roseville, CA Class Year: 2015	Amber Galloway Moove In Self Storage York, PA Class Year: 2014
Elisabeth Avery Investors Realty Milford, DE Class Year: 2015	Nancy Burger Warm Springs Self Storage Fremont, CA Class Year: 2012	Beverly DeLong Sum Effect Investments Murfreesboro, TN Class Year: 2012	Carole Elbert Armor Mini Storage Sacramento, CA Class Year: 2007	Art Garnica Metro Storage Melvindale Melvindale, MI Class Year: 2013
Ashley Ball I-44 Mini Storage Tulsa, OK Class Year: 2013	Leonard Burkholder Cocalico Self Store Denver, PA Class Year: 2009	Marvin Dennis Phoenix, AZ Class Year: 2015	Michelle Engler Secure Self Storage Gallatin, TN Class Year: 2015	Mark Gentry Valley Mini Storage Felton, CA Class Year: 2009
Sheryll Batts Vested In Property, Inc. dba VIP Self Storage El Cajon, CA Class Year: 2007	Scott Calvert Trojan Storage Redondo Beach, CA Class Year: 2011	Laura Desjardine Storage Worx Self Storage London, ON, Canada Class Year: 2015	Janet Erk Mooresville Self Storage Raleigh, NC Class Year: 2012	Ray Gessleman Devon Self Storage Philadelphia, PA Class Year: 2015
Shirley Bayless Bay Area Self Storage Cupertino, CA Class Year: 2015	Ivan Carlos Bay Area Self Storage Cupertino, CA Class Year: 2015	Angela Diaz Trojan Storage of Rancho Cucamonga Redondo Beach, CA Class Year: 2014	Kim Evans U-Store Management Bladensburg, MD Class Year: 2014	Shelly Gibson Universal Management Company Smyrna, GA Class Year: 2008

See CSSM, page 58

Brian Glascoe
U-Store Management
Bladensburg, MD
Class Year: 2014

Lindsay Gorsky
Fairfield Storage LLC
Fairfield, NJ
Class Year: 2014

Amanda Gramling
Storage World
Montgomery, AL
Class Year: 2009

Bert C. Grant
Vanguard Self Storage
Toronto, ON, Canada
Class Year: 2014

Teresa Hamm
Financial Planning
Advisors, Inc.
Tulsa, OK
Class Year: 2008

Tyler Hamm
Admiral Mini Storage
Tulsa, OK
Class Year: 2012

Joseph Hammon
Central Maui Self
Storage
Kahului, HI
Class Year: 2013

Norman Hardy
Hardy's Self Storage
Bel Air, MD
Class Year: 2009

Steven Hardy
Hardy Development Inc.
Bel Air, MD
Class Year: 2008

Zandra Heilmeier
YourSpace Storage
Timonium, MD
Class Year: 2013

Katrina Herring
Associated Storage
San Diego, CA
Class Year: 2012

Lucy Herron
U-Store Management
Falls Church, VA
Class Year: 2014

Linda Hess
Bay Area Self Storage
Cupertino, CA
Class Year: 2015

Alice Huante
Folsom Parkshore Self
Storage
Folsom, CA
Class Year: 2013

Lena Hunt
United Business Center
Tampa, FL
Class Year: 2014

Ashley Hurst
Strategic Property
Management
San Antonio, TX
Class Year: 2012

Belinda Hutcheson
Devon Self Storage
Cockeysville, MD
Class Year: 2015

Polly Irion
Investment Real Estate
York, PA
Class Year: 2012

Kathleen Jacobs
U-Store Management
Daytona Beach, FL
Class Year: 2014

Trina Jimenez
Trojan Storage
Redondo Beach, CA
Class Year: 2012

Ace Johnson
A Storage Depot
Williamstown, NJ
Class Year: 2011

James Johnson
YourSpace Storage
Timonium, MD
Class Year: 2013

Teri Johnson
StorageWorld
Montgomery, AL
Class Year: 2006

Ruby Jones
Devon Self Storage
Memphis, TN
Class Year: 2015

Toni Jones
U-Store Management
Daytona Beach, FL
Class Year: 2014

Stephanie Kalbaugh
Aladdin Self Storage,
LLC
Louisville, KY
Class Year: 2015

Cheri Karner
YourSpace Storage
Timonium, MD
Class Year: 2013

KimieLee Kasner
AA U-Stor-M
Upland, CA
Class Year: 2005

Vivian Kennedy
Storage-R-Us
Columbia, SC
Class Year: 2012

Julie Kozlowski
Purple Moon Properties
Cabot, AR
Class Year: 2012

Christy Lambert
Temperance Hill Secu-
rity Storage
Hot Springs, AK
Class Year: 2015

Jim Lauer
Asheville, NC
Class Year: 2012

Ernest Laurenzi
Sims Mini Storage
San Jose, CA
Class Year: 2013

Abe Lechner
Storage of Mid-America
Grandview, MO
Class Year: 2013

Jeffery Leffel
Storage Inns of America
Troy, OH
Class Year: 2014

Ed Leung
American Infrastructure
Funds
Foster City, CA
Class Year: 2015

Nancy Little
Storage King
Blakeslee, PA
Class Year: 2015

William Lockard
City Self Storage
Lancaster, PA
Class Year: 2013

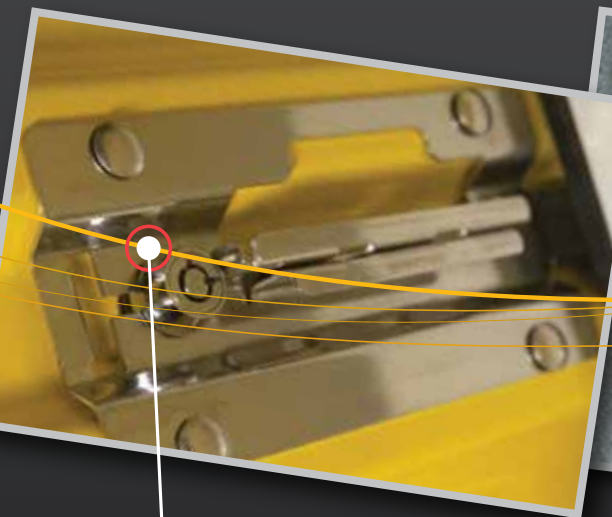
Ron Locke
NW Mini-Storage and
Warehouse
Gainesville, FL
Class Year: 2013

Tonya Lundy
City Centre Storage
London, ON, Canada
Class Year: 2013

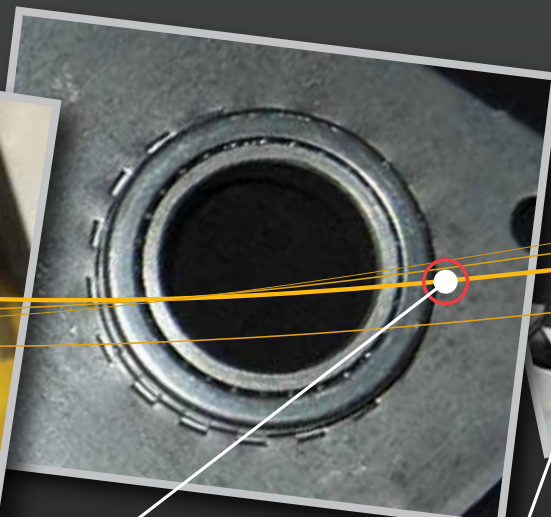
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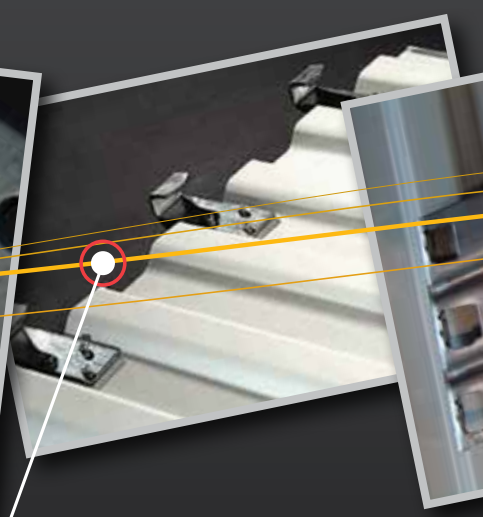
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1990: Launched the self-storage door, now with standard stainless steel latches and a quality guarantee.



2001: Addition of radial bearings reduced axle pipe shearing.



2003: Developed new 690 Series wind-certified door for high wind load regions.



- Kelly Maas**
Moove In Self Storage
Finksburg, MD
Class Year: 2014
- Jovice Macaranas**
IPS
San Jose, CA
Class Year: 2015
- David Major**
Don Temple Storage
Long Beach, CA
Class Year: 2014
- John Makolo**
U-Store Management
Washington, DC
Class Year: 2014
- Alexa Manzanares**
Mountainside Storage
Sultan, WA
Class Year: 2015
- Bill Martin**
Trojan Storage of Ontario
Redondo Beach, CA
Class Year: 2014
- Frank Martin**
Bay Area Self Storage
San Jose, CA
Class Year: 2010
- Kathleen Martin**
Bay Area Self Storage
San Jose, CA
Class Year: 2011
- Joe Masinick**
1-800-Mini-Storage
Troy, MI
Class Year: 2013
- Nancy Mauk**
Stowaway Storage
Johnson City, TN
Class Year: 2015
- Yvette McDougall**
Bay Area Self Storage
Cupertino, CA
Class Year: 2015
- Nick McDuff**
Devon Self Storage
Ann Arbor, MI
Class Year: 2015
- Lisa McNamara**
Sentinel Storage
Edmonton, AB, Canada
Class Year: 2012
- Anthony Meeks**
Security Storage
Cheyenne, WY
Class Year: 2013
- Tiffany Meeks**
Security Storage
Cheyenne, WY
Class Year: 2011
- Ronald Mees**
Ronald Mees Santa Maria, CA
Class Year: 2011
- Nicole Mitchell**
Leasing Services, Inc.
Las Cruces, NM
Class Year: 2009
- Janice Monaghan**
A-1 Westside Storage
Bend, OR
Class Year: 2013
- Jim Mooney, Jr.**
Devon Self Storage
York, PA
Class Year: 2015
- Michelle Morgan-Woody**
Alpine Self Storage
Eagle, CO
Class Year: 2007
- Alan Morris**
U-Store Management
Glen Burnie, MD
Class Year: 2014
- Leslie Munoz**
Pacific Coast Commercial
San Diego, CA
Class Year: 2012
- Deborah Patsourakus**
Devon Self Storage
McDonough, GA
Class Year: 2015
- Carol Pena**
Leasing Services Inc.
Las Cruces, NM
Class Year: 2007
- Barbara Pinkerton**
Ensign Storage
Bonner Springs, KS
Class Year: 2013
- Michelle Shelby Pody**
Potter's Self Storage LLC
Lake Geneva, WI
Class Year: 2007
- Mark Poole**
Liberty Investment Properties
Maitland, FL
Class Year: 2012
- Dennis Portlance**
U-Store Management
Laurel, MD
Class Year: 2014
- Shaun Puri**
Store Right Self Storage
Tampa, FL
Class Year: 2015
- Katelyn Queen**
Ballard Mini Storage
Everett, WA
Class Year: 2015
- Jonna Reed**
Middletown Self Storage
Middletown, RI
Class Year: 2015
- Jessica Riddle**
Trojan Storage
Redondo Beach, OK
Class Year: 2014
- Kelly Riggs**
YourSpace Storage
Timonium, MD
Class Year: 2013
- Tyranni Rineer**
Moove In Self Storage
Quarryville, PA
Class Year: 2014
- Tanya Rivard**
Storage Worx Self Storage
London, ON, Canada
Class Year: 2013
- Melissa Roberts**
Storage Depot
Dunlap, TN
Class Year: 2009
- Debbie Robinson**
Snohomish Storage
Snohomish, WA
Class Year: 2015
- Ginger Robinson**
Storage Emporium, LLC
Central Point, OR
Class Year: 2014
- Christopher Rodgers**
Devon Self Storage
Albuquerque, NM
Class Year: 2015
- Britney Rodman**
Pleasant Grove Self Storage
Rogers, AR
Class Year: 2011
- Gary Rose**
Security Mini Storage
Klamath Falls, OR
Class Year: 2015
- Jeff Rosier**
YourSpace Storage
Joppatowne, MD
Class Year: 2012

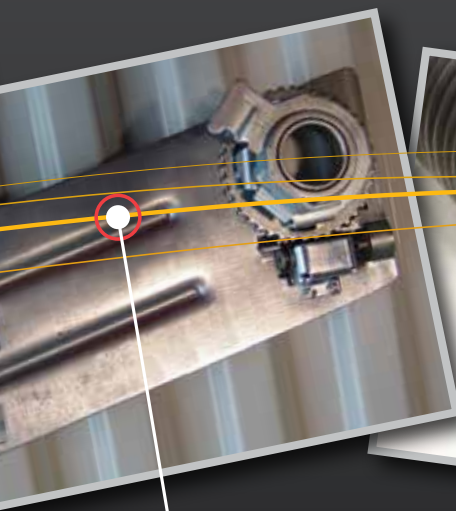
See *CSSM*, page 60

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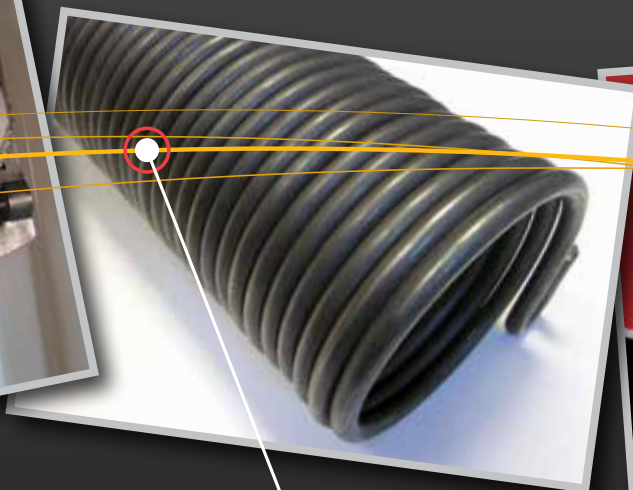
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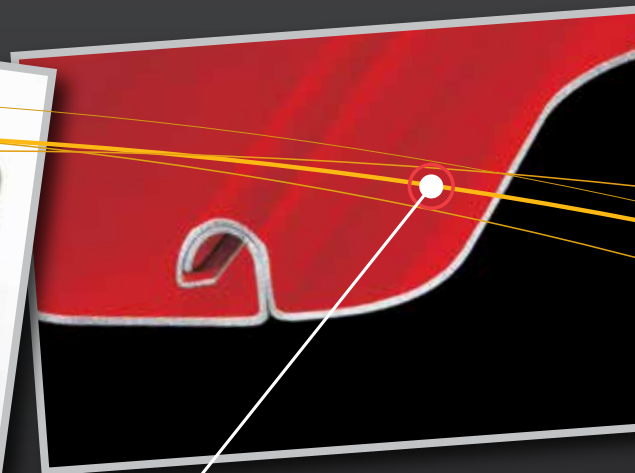
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- Tape Single Roll
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- Tape 6-Pack
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CSSM, from page 59

Teresa Rosier
YourSpace Storage
Timonium, MD
Class Year: 2010

Dagmar "Bunny" Ross
Sims Mini Storage
Medford, OR
Class Year: 2007

Lee Sank
U-Store
Management
Laurel, MD
Class Year: 2014

Seneca Savoy
U-Store
Management
Oxon Hill, MD
Class Year: 2014

Christine Schmitz
Trojan Storage
Redondo Beach,
CA
Class Year: 2013

Darnell Shepard
Aloha Self Storage
Lahaina, HI
Class Year: 2013

George Shields
U-Store
Management
Oxon Hill, MD
Class Year: 2014

Camille Simonen
Carolina Self
Storage
Everett, WA
Class Year: 2015

Lachelle Simpson-Rosales
Trojan Storage
Redondo Beach,
CA
Class Year: 2013

Dana Sinsheimer
Moove In Self
Storage
Lancaster, PA
Class Year: 2012

Valerie Sipes
YourSpace Storage
Timonium, MD
Class Year: 2010

Gina Six Kudo
Cochrane Road
Self Storage
Morgan Hill, CA
Class Year: 2006

Cindi Smith
Short Pump
Simply Storage
Glen Allen, VA
Class Year: 2008

Danielle Smith
Big Red Self
Storage
Lincoln, NE
Class Year: 2009

Deborah Smith
Incorporated
Investments Inc.
Centerville, OH
Class Year: 2008

Martha Smith
Moove In Self
Storage
Baltimore, MD
Class Year: 2014

Victor Smith
Investment
Real Estate
Management
Harrisburg, PA
Class Year: 2012

Tommy Spellman
JETR LLC
Roanoke, VA
Class Year: 2013

Teresa Sprankle
Highway 401 Self
Storage
Raeford, NC
Class Year: 2014

Tina Stevens
YourSpace Storage
Timonium, MD
Class Year: 2013

Kristina Strickland
Devon Self Storage
Sherman, TX
Class Year: 2015

Alese Stroud
Purple Moon
Properties
Little Rock, AR
Class Year: 2012

John Stumpf
City Self Storage
Lancaster, PA
Class Year: 2014

Emma Swanson
1-800 Self Storage
Oak Park, MI
Class Year: 2013

Vittorio Tiberi
Westport
Properties
Irvine, CA
Class Year: 2014

David Todd
Sahara Vista
Enterprises
Santa Maria, CA
Class Year: 2006

David Tollisen
Black Swan
Investments
Vancouver, WA
Class Year: 2014

Steven Uren
Trojan Storage
Redondo Beach,
CA
Class Year: 2014

CJ Vega Garcia
Trojan Storage of
West Ontario
Redondo Beach,
CA
Class Year: 2014

Tristina Volesky
Strategic Property
Management
San Antonio, TX
Class Year: 2010

Angie Walls
YourSpace Storage
Timonium, MD
Class Year: 2010

Nancy Wheeler
StoreRight
Lecanto, FL
Class Year: 2012

Mavis Williams
Garden City
Storage
Garden City Beach,
SC
Class Year: 2008

Ricky Williams
American Storage
Centers
Akron, OH
Class Year: 2013

Christopher Wilmot
Allender Self
Storage
White Marsh, MD
Class Year: 2009

Clay Wilson
Pleasant Grove
Self Storage
Rogers, AR
Class Year: 2011

Janis Wilson
U-Store
Management
Washington, DC
Class Year: 2014

Krissy Winther
Class Year: 2014

Charles Woodard
Security Storage
LLC
Overland Park, KS
Class Year: 2013

Christopher Wright
Bay Area Self
Storage
Cupertino, CA
Class Year: 2014

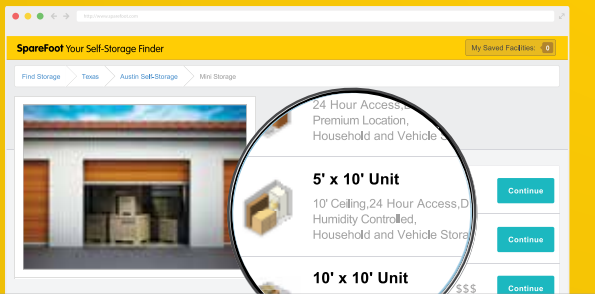
Michelle Zahn
YourSpace Storage
Timonium, MD
Class Year: 2010

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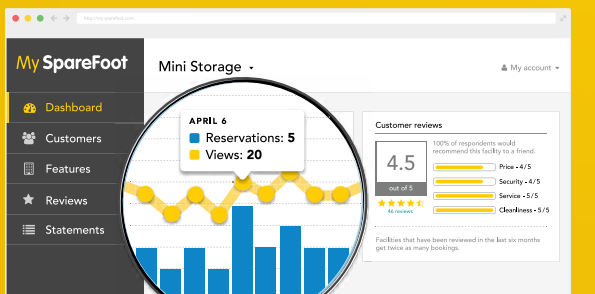
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The SSA's Young Leaders Group (YLG) is for the next generation of self storage professionals. As industries continue to grow, it is important to develop the connections within the next generation for future interaction and growth. Whether you are a supplier to the industry, a self storage operator or manager, the YLG was created to enable the future of the industry to meet and network in a fun social environment, apart from, but in conjunction with traditional SSA events. Members of the YLG are the future leaders of their organizations and may one day become future members of the Board of Directors or possibly the Chairman of the Self Storage Association.

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QUESTIONS

for the Self Storage Legal Network

Each month SSLN partners Carlos Kaslow and Scott Zucker will select a question from a SSLN subscriber on an important self storage legal issue and provide their best advice on dealing with the problem.

Question: A rental center has notified us that one of our customers has a TV and Xbox in his unit that belongs to the rental center. They have verified the customer's name and are sending us a copy of the rental contract. What other steps do we need to take before we allow the rental center to take the property? The tenant is not paying rent on the space. Do they have to pay the bill to get access? Our tenant told the rental center that he is not going to pay the rent anymore for his unit.

Answer: It is not uncommon for tenants to store property that is subject to a security interest or belongs to others. Occasionally storage operators will get an inquiry from a business that rents or sells furniture and appliances. A "rent-to-own" company is the legal owner of the property until the lease agreement is completed. Other companies use a financing agreement to secure payment until the debt is paid off. Such companies retain title to the property and record a lien with the state to secure their interests.

As to whether lienholders have the right to recover the property from a storage unit before the tenant goes into default on the storage space, the answer is generally no. A tenant who is current on its rent has exclusive control over the storage space. Only the tenant has the right to allow the creditor access to the space and to recover the property. The fact that the rental company had the tenant's name and other information suggests that it was the tenant who told the company where its property was located. If possible you should contact the tenant to determine if he wants the property to be turned over to the rental company.

Even when rent is current, a storage operator must comply with valid court orders requiring the operator to turn a unit over to a judgment creditor. Unless the company claiming the property has the permission of the tenant or a court order, the storage operator should not give a claimant access to the tenant's space. The tenant's permission to repossess the stored property should be in writing.

The situation changes when a tenant goes into default. The operator will have sent statutory lien notices to the tenant and known lienholders. The operator also may have the right to deny the tenant access to the unit. If the tenant does not cure the default within the statutory period, then lienholders will usually have the right to recover their property. Whether lienholders are required to pay the facility operator to recover the goods will depend on the applicable state self storage lien law. Some states, such as California and Washington, require a company repossessing the property to pay all (Washington) or part (California) of the rent to take the property. Many states require the facility operator to defer to the company repossessing the property when it has a superior interest in the stored items.

In your situation the tenant is not paying the rent, so you can work directly with the rental center. Ideally, you will get written confirmation from the tenant that the space contains property owned by the rent-to-own company and instruction to allow them to repossess their property. However, written permission from the tenant is not required when the tenant is in default. You will want to review the lease that the company sends to you and confirm that the items covered by the agreement are in the storage space. The company or its representatives can only take the specified property. All other property remains in the space.

Most property in self storage units is not subject to a lease contract or security interest. However, when tenants stop paying rent, the self storage operator may discover that some or all of the stored property is subject to a security interest. A security interest may be disclosed in the rental agreement or found in a lien search. The operator should communicate with all of the tenant's lienholders and attempt to resolve a tenant's default. The lienholder may be a source of payment for all or part of the outstanding rent. In most instances the operator has a better than even chance of recovering some money from the tenant's lienholders to reduce or eliminate the tenant's unpaid balance. ❖



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Canadian Mini-Warehouse Properties - 53 locations

"After a 3-month evaluation at 3 of our stores, we decided to roll out Self Storage Manager at all our 53 Public Storage® branded locations across Canada, based on the ease of conversion from TaskMaster™, advanced CRM module, Canadian statutory compliance, and excellent customer support."

Troy McLellan, President & CEO

ezStorage, MD - 46 locations

"The advanced features, especially the Revenue Management module and e-CRM, with E-SoftSys ability to enhance the product quickly and excellent customer support made Self Storage Manager our product of choice."

Todd Manganaro, President

Storage West Self Storage, CA - 50 locations

"We've done four management software conversions over the years and the conversion to Self Storage Manager has been quite easy, especially because of the dedicated team available to us. We are very pleased at the ease with which we were able to implement the Online Reservation and Payment functions and e-CRM at our call center & stores."

John R. Wolff, Vice President/CIO

StoragePRO, CA - 35 locations

"We've done several conversions in the past and the Self Storage Manager conversion was by far the smoothest. Our managers adapted very quickly and find the software to be very user friendly. Most importantly, E-SoftSys never says "no" when we have a special requirement, and their 24x7 customer support is always there when we need help."

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Investing in the Future

SSAF awards scholarships to a record number of students.

When the SSA Foundation Scholarship honored its first class in 2010, seven students were selected for awards. In the ensuing years, the number of winners continued to grow, a testament to the generosity of self storage professionals who have donated money to the Foundation Scholarship cause.

This year the number has reached an all-time high of 19 students who are either related to self storage professionals or work in the industry themselves. The winners span the United States from coast to coast. Many are first-time winners and some—like Jarod Ariola, Brandon Wallick and Shannon Young—are repeat winners.

Scholarship awards range from \$1,250 to \$5,000. In all, a total of \$50,000 was awarded to the 2015 SSA Foundation Scholarship winners, each of whom is profiled below.



Jarrod Ariola (\$5,000): Jarrod will be returning to Kennesaw State University for his sophomore year and will be dual majoring in computer science as well as computer game design and development. He hails from Atlanta, Georgia, where his mother is the property manager for Morningstar Mini Storage. When he finishes

school, Jarrod hopes to someday create and patent games under his own name. He plays drums for a college jazz band and is learning to speak Japanese.



Chris Hulshof (\$5,000): Chris is a junior at City College of San Francisco working to finish his final prerequisite before transferring to the University of California, Berkeley, for the spring term. He is double majoring in history and English. He moved from South Florida to San Francisco to take on a managerial position with Security

Public Storage. He enjoys his work in self storage but also has an eye on teaching English abroad some day.



Vadim Simakoff (\$5,000): Vadim is a man of many interests: chess (sixth at a nationwide tournament), wrestling (won the Los Angeles Section Division II 160 lb. class) and language (fluent in Russian and English). He will be a freshman at California State University – Northridge (CSUN) with a major in computer information technology. He is from Sherman Oaks, California, and his

mother works at StorQuest Self Storage (William Warren Group). When he graduates he would like to analyze and design software.



Bryan Walker (\$5,000): Bryan has aspirations to become a hospital administrator in either insurance policies or as a CFO. He is attending University of Detroit Mercy and will be starting in the graduate masters program of health service administration. Hailing from Rochester Hills, Michigan, he works for the National

Storage facility (a Pogoda Company property) in Shelby, Michigan. Bryan loves working on cars, building computers, playing video games and outdoor sports.



D'Arra Barnes (\$2,500): D'Arra is an Atlanta, Georgia, resident attending Columbus State University this fall as a freshman with a planned major in accounting. Her connection to self storage is through her mother, who is a supervisor at Smart Stop Self Storage. D'Arra wants to become an entrepreneur and hopes to own a

family cleaning business and hair salon. She likes painting and photography.



Connor Dennison (\$2,500): Connor hails from Petaluma, California. He is an incoming freshman at San Diego State University, currently considering what to declare as his major. His connection to self storage is through his mother, who works for Novato Self Storage. He is a devotee of all sports (especially football) and his hobbies

include hiking and spending time with family and friends.



Dennis Marrero (\$2,500): Rutgers University, Newark Campus, is Dennis's destination point for his junior year. Dennis plans to major in social work with a minor in psychology. He has worked in self storage for the past couple of years and is employed with CubeSmart in Parsippany, New Jersey. He hopes to

work with the New Jersey Department of Child Protection and Permanency.



Shannon McCarthy (\$2,500): A future star in the CSI world, Shannon is a sophomore this fall at John Jay College of Criminal Justice. She is majoring in forensic science on both the toxicology and microbiology tracks and would like to work in a forensic crime lab after graduation.

Her stepfather is a manager with CubeSmart. Shannon hails from Ogdensburg, New Jersey.



Dixie Miller (\$2,500): A native of York, Pennsylvania, Dixie has her eyes on the prize of becoming a pediatrician. This fall she is attending Lehigh University as a freshman with a major in biological sciences (with a pre-med concentration) and minors in German and health in society. Dixie's grandmother works for CubeSmart in New

Jersey. She has many interests that fill her free time, including volleyball, hunting, watching hockey and soccer, scrapbooking and being with her family.



Tara Murphree (\$2,500): A Garland, Texas, native, Tara is a junior at the University of Texas at Dallas. She is majoring in marketing and accounting. Her love of self storage comes from being an office manager at Paul Darden Company, which manages/owns 12 facilities. She hopes to use her education to help the Paul Darden

Company become even more successful and to aide her fiancé in growing his window-cleaning business. When free, Tara loves to head to the beach, bicycle and hike.



Jennifer Polanco (\$2,500): Jennifer is hoping to become a registered nurse when she has completed her university work. Her major is nursing at Herzing University in Kenosha as she enters her junior year. A native of Grayslake, Illinois, her attachment to self storage comes through her mother, who works with CubeSmart. Jennifer

is an outdoor enthusiast who especially loves the beach and paints and decorates in her spare time.



Brandon Wallick (\$2,500): Starting his sophomore year at East Stroudsburg University in Pennsylvania, Brandon is hoping to concentrate in exercise science. His goal is to someday open a crossfit gym and become a personal trainer. As you might imagine, crossfit is one of his favorite hobbies, but he also enjoys

basketball and hanging out with his friends. His connec-

tion to self storage is his mother, who works for Store Safe Self Storage, part of the Ventura Investment Company.



Shannon Young (\$2,500): Shannon will be returning to The University of North Carolina at Charlotte as a junior to get her degree in business economics. She hopes to attend Campbell University to study law, as she would like to become a district attorney. Her mother, Sharon Young, has worked for Morningstar Mini

Storage for nine years, while Shannon started working with Morningstar a year and a half ago.



Bibi Barase (\$1,250): Bibi believes in a nice smile, and she is smiling about attending San Diego State University as a freshman. Her major will be in biology and when she graduates from SDSU she plans to attend optometry school to attain a doctor of optometry degree. The Stockton, California, native is linked to self storage through

her father, who is a manager at Safe Keep Storage in San Ramon. Bibi likes to bake in her spare time.



Joe Bouthillette (\$1,250): Speaking of baking, Joe is all about having a future as a chef. He is a freshman at Johnson and Wales University in Providence, Rhode Island, working on earning an associates degree in culinary arts. He hails from Wells, Maine, where his mother is a long-time manager at Wells Storage Solutions.

Before he graduates from college Joe hopes to go to France and gain more experience in the culinary world.



Alfredo Lara (\$1,250): Alfredo may look like a farmer at home in Nogales, Arizona, where he has an organic garden, but his future plans are a little different. He is a freshman at the University of Arizona with a major in biochemistry. After Alfredo attains a bachelors of science in biochemistry, he plans to attend medical school to

become a physician. Both of his parents are managers at self storage facilities, his mother at Mariposa Self Storage and father at Nogales Self Storage.



Jeremy Salazar (\$1,250): Jeremy is a junior at California State University - Los Angeles with a major in business administration. He is a site specialist for Optivest Properties, managing PSA Self Storage in Alhambra, California, and traveling to other facilities in the L.A. area to do audits on oper-

See Scholarship, page 78



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Scholarship, from page 77

ations. Jeremy hails from Temple City, California, and hopes to become a corporate executive for a multi-million dollar company by using both his strong work ethics and knowledge gained in the classroom.



Ashleigh Walker (\$1,250): Hailing from Seguin, Texas, Ashleigh is in her freshman year at Northeastern State University in Tahlequah, Oklahoma. Her connection to self storage is through A-Lert Building/Roof Systems where her mother works and late father used to work. Ashleigh plans on getting a degree in social


work and hopes to have a career working with people as a counselor.



David Zaleski (\$1,250): A Windy City native, David is a freshman at one of Chicago's finest schools, DePaul University. David is majoring in marketing and hopes to someday work for a Fortune 500 company. His mother works for Extra Space Storage. In his leisure time he enjoys the outdoors, whether it is fishing,

hunting or exploring new grounds. ❖

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Scholarship**

The Self Storage Association Foundation (SSAF), the 501(c)(3) arm of the national Self Storage Association (SSA), commenced a scholarship program beginning with the fall semester, 2010. The SSAF Scholarship Program provides financial aid toward college or trade school tuition in the form of grants to employees or relatives of employees of self storage companies or vendor companies that serve the industry. Eligible companies must be members of the Self Storage Association. The SSAF board of governors thanks the generous SSA members who have already made the program a tremendous success with more than \$500,000 contributed.

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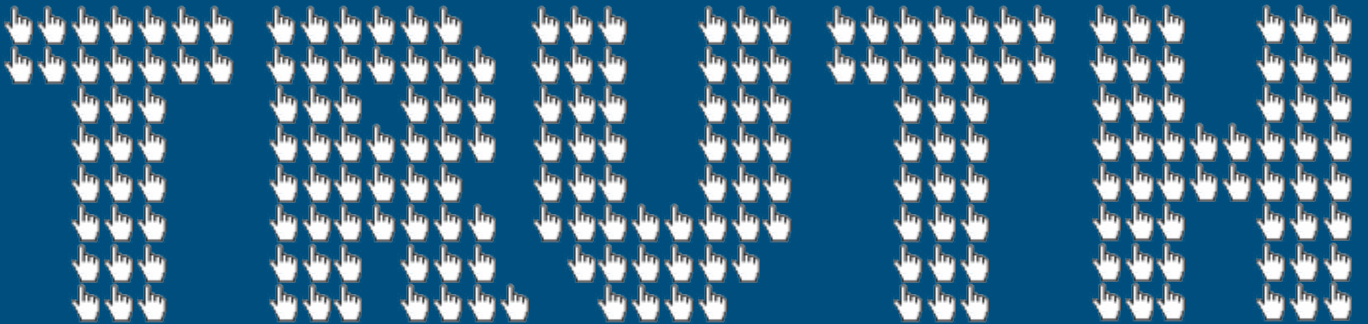
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Canadian Self Storage Association

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MEMBER

How to Get the Most Out of SSA's Fall Conference & Trade Show

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

Attending a conference can be a bit overwhelming with the combination of new information, making new connections and learning about the latest industry trends and business tools. Preparing before you attend can make a real difference in what you get out of the meeting.

Luckily for conference-goers in 2015, pre-conference preparation is considerably easier than it used to be. Doing your homework and preparing before you attend has always been important, but with the information readily available at selfstorage.org, there's no excuse for attending a conference unprepared. One of the most common mistakes attendees make is waiting until they are on the plane ride to Vegas to read the conference materials. Reading the materials ahead of time provides opportunities to attend unique events, such as the Social Media Boot Camp, presented by Holly Ritchie, director of marketing of The Storage Group; or the Managers Summit, taught by Carol Mixon-Krendl and Sue Haviland. There is limited space in both of these sessions, so you'll want to sign up early if you want to attend.

Make sure you've selected the Hot Coffee/Hot Topics sessions you'll want to attend, along with the concurrent sessions each day. If you're attending with a co-worker, it's a good idea to split up and attend different sessions, when more than one is offered at the same time. While attendees will receive a link to an audio version of each of the concurrent and general sessions recorded during the conference, it's still a good idea to make the most of your time while attending in-person.

Preparation for walking the trade show floor is the key to getting the most out of your time with the vendors. You should definitely have a strategy. Knowing what you would

like to accomplish before, during and after the show will help maximize your time with the exhibitors. Here are just a few tips:

- Know what types of vendors you'd like to visit (i.e. companies that specialize in software, insurance, locks, kiosks, etc.). You'll be given an on-site program that will include the latest company listing, so take time to map out your route on the floor.
- Bring plenty of business cards.
- Don't be afraid to introduce yourself to exhibitors and let them know your needs.
- Set appointments with any vendor you'd like to meet with during the show.
- Plan to bring any employees who would benefit from attending the trade show.

The same thought holds true for the roundtable sessions offered at the fall conference. Be prepared by coming up with the top five to ten issues or topics you want to learn about at the conference. Then, when you get your on-site program, find the list of the roundtables that will be offered. Highlight the ones that best suit your needs and you're all set! When it's time for the roundtables, you'll already know which ones you want to participate in. You can visit up to six tables for 20 minutes each if you attend both roundtable sessions.

These are just some ideas to help you get the biggest bang for your registration buck. The key is in preparing yourself for your time at the conference. We look forward to seeing you there and hope to create an exceptional educational experience for all attendees. ❖

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Number of facilities own/operate: _____ Net rentable square feet: _____

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Name: _____

Badge Name: _____

Title: _____

E-mail: _____ \$ _____

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Name: _____

Badge Name: _____

Title: _____

E-mail: _____ \$ _____

THIRD REGISTRANT from Company:

Name: _____

Badge Name: _____

Title: _____

E-mail: _____ \$ _____

For more "Additional Reps," please copy this form.

If you are unable to attend, you may send someone else in your place at no additional charge. Please notify SSA Headquarters as far in advance of the workshop as possible. Notification must be sent in writing. Cancellations emailed, faxed or postmarked by January 6, 2016, will be subject to a \$50 per person cancellation fee, with the remainder refunded. No refunds will be granted for cancellations received after January 6, 2016.

Questions? Call Jennifer in the SSA Meetings Department at 513-843-6943, or jpettigrew@selfstorage.org.

GUESTS/SPOUSES (those who are not First or Additional Reps):

Name: _____

Badge Name: _____

Adult \$ _____ Child \$ _____

For additional "Guest Registrants," please copy this form.

TOTAL FEES ENCLOSED \$ _____

PAYMENT: Registration will not be processed without payment. Send a check payable to SSA in US funds, or provide credit card information as follows:

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Jennifer Pettigrew, Vice President
SSA Meetings Department
4189 Edinburgh Drive
Cincinnati, OH 45245

jpettigrew@selfstorage.org

Or fax with credit card info to: 513-843-6944

FEES

ENTIRE WORKSHOP

Fees include workshop materials, breakfast buffets, refreshments, receptions, yoga, the Dual Slalom Ski Challenge, and the Closing Banquet.

	By 12/18	After 12/18
SSA Members	\$625	\$725
Non-Members	\$800	\$900
Additional Representative/Member	\$525	\$625
Additional Representative/Non-Member	\$700	\$800

GUESTS / SPOUSES

Fees include receptions, yoga, the Ski Challenge and the Closing Banquet. Does not include workshop sessions.

	By 12/18	After 12/18
Adult	\$275	\$300
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Alabama

ALABAMASSA.ORG

Greetings from the board of directors of the Alabama Self Storage Association. We trust that as we are coming to the end of summer that all is well for you and your self storage business. I know that for most of you who are reading this you are, I am sure, excited about the state's favorite time of year that is about to be upon us. As you read this we will be less than a few days away from when your favorite college football team will kick off. Whether you pull for the Tigers, the Tide, or another team close to your heart, we are glad that you are a part of our team as a member of the Alabama Self Storage Association.

We are still discussing and weighing all of our options to introduce legislative efforts during the 2016 session. All options are on the table, but we would like to hear from you. Please give us your input on whether we should introduce legislation for the fourth year in a row. We hate to lose any momentum that we have gained. We have come so close the last two years. However, given our budget situation, we also have to consider what the wisest decision is for the association as a whole.

Our next event is the annual fall luncheon, held in late October in the Birmingham area. We are in the beginning stages of planning for the event. Please check our website in the coming weeks for updated information. We will have all details finalized in the next edition of *SSA Globe*. We hope to see you in Birmingham!

As we continue to grow as an organization we would like to remind everyone that we covet your input. We always look to our members to give us new ideas and to make recommendations and suggestions on how we can better assist and serve you. If you do have any comments, ideas, or suggestions please send them to Brent Fields at brent.fields@docupak.com. Your suggestions and comments will go directly to the association board of directors for consideration.

If you have not joined the Alabama Self Storage Association we want you as a member of our team. Join today and take advantage of all of the wonderful benefits for all of our members. Some of those benefits include affordable membership, advocacy and keeping an ear to the ground in Montgomery,

news and information, education programs, networking and informative meetings, communications and publications, national association relationship and much more. Join us today as membership in this organization can make a difference! For more information contact us through our website at www.alabamassa.org or Brent Fields at 205-685-0244 or brent.fields@docupak.com

Arizona

AZSELFSTORAGE.COM

If you have a storage business in the Upper Colorado River area, we're coming again! No, that is not a threat. It's a promise and an invitation.

Register now to "Meet Us at the River" Oct. 15-16. This event is designed to bring AZSA training to the Upper Colorado River Region of the state. AZSA will combine forces with California and Nevada, where the three states meet to offer this full-day conference for the second year in a row.

Since no new venues have opened up right on the tri-state intersection, we're going back to The Golden Nugget Casino in Laughlin, Nevada, again this year. Starting with a networking reception the evening before, 5:00 p.m. – 7:00 p.m. on Oct. 15, the conference will focus on the needs of self storage, RV, boat and vehicle storage businesses along the Upper Colorado River and elsewhere in Arizona, California, and Nevada.

Top national speakers will zero-in on operational, management, legal, investment and financial challenges you face. At the podium will be Marc Boorstein of MJ Partners, Connie Kadansky of Exceptional Sales Performance, Sue Haviland of Haviland Storage Services & Self Storage 101, and back by popular demand and to entertain us all with his wit and knowledge, Jeffrey Greenberger, Esq., of SelfStorageLegal.com.

There will also be a roundtable session complete with tables for each of the three states to discuss

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Alabama
Arizona
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Federation of European
Self Storage Associations
Japan SSA
Rental Storage Assoc. of Japan
Latin America SSA
Mexico SSA

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state-specific issues. Roundtables will be offered by Baja Construction, Chateau Products, MiniCo Insurance Agency, OpenTech Alliance, PTI Security Systems, SiteLink, StorageTreasures.com, and U-Haul Self Storage Affiliate Network.

Register for this great educational, networking, business building event by visiting <http://www.eventbrite.com/e/2nd-annual-tri-state-conference-azsa-cssa-nvssa-tickets-17050542632?aff=CSSA2015>.

Registration is \$125.00 and rates at The Golden Nugget start at \$35 per night. But make your plans quickly because at these prices, things are filling up fast! Call the hotel at 702-298-7111 and refer to Room Block Code GCASS15.

Other AZSA events this fall include vendor meetings, educational workshops and networking breakfasts. Check out all the details at www.azselfstorage.org, or contact AZSA Executive Director Anne Mari DeCoster at azsahq@gmail.com or 602-374-7184.

Arkansas

ARSSA.ORG

Interested in becoming a member of the Arkansas Self Storage Association? Contact the ASSA offices at 501-607-4775 for more information.

California

CALIFORNIASELFSTORAGE.ORG

The CSSA is teaming up with the California Employers Association to make good use of the CEA's human resources offerings. CSSA members will now be able to benefit from a wide range of HR products, as well as personal help. For example, a human resource expert will be available to provide California HR information and support by phone from 8:00 a.m. to 5:00 p.m. Also, CEA will offer *HR Answers Now!*, an online labor law library with state and federal employment laws.

CSSA members will also have access to: (1) Job descriptions: an online wizard to develop and customize job descriptions; (2) Performance reviews: an online wizard to simplify and customize your performance reviews; (3) a CEA suite of services, including HR forms and fact sheets and an HR reference guide; (4) Newsletters: a monthly subscription to the *The California Employers Report*; (5) *CEA Weekly Update*: an emailed weekly bulletin on current HR issues; and (6) *CEA Sample Employee Handbook* and annual updates.

"The human resource realm has changed dramatically over the last 10 years. We feel that we will help our CSSA members in a big way by adding this free access to the vast wealth of California Employers Association information and services," said Erin King, CSSA executive director. "We are constantly looking at ways to improve self storage in our state, and we hope this human resource addition will be used by all our members. It is *free*, after all!"

If you'd like to become a member of the CSSA, please contact Erin King at (909) 912-1962 or visit www.CaliforniaSelfStorage.org.

Colorado

COLORADOSSA.COM

Colorado's Annual Membership Meeting is on Friday, October 16, 7:30 a.m. – 12:00 p.m. and will take place at the Double Tree by Hilton, 3203 Quebec St., Denver, Grand Ballrooms II & III.

Be sure to check the COSSA website for the schedule: www.coloradossa.com. Questions about Colorado SSA: contact Maggie at 303-350-0070.

Connecticut

CTSSA.ORG

The Connecticut Self Storage Association (CTSSA) is co-hosting with the Massachusetts Self Storage Association (MASSA) their joint North-east Storage EXPO (new name, same

great event). The EXPO is being held at Pequot Towers, Foxwoods, a highly acclaimed destination casino and resort. October 7 is our opening reception and October 8 is the trade show and education sessions. Exhibit and sponsor registration is open. Call Mary Ann Turner at 860-745-4649 to learn more or to select your booth. Registration is also open at www.ctssa.org.

CTSSA members enjoy educational meetings and networking luncheons, free training webinars, quarterly newsletter, library of documents, website, and additional benefits from SSA including a subscription to the *SSA Globe*.

If you are a facility owner in Connecticut, remember that a strong membership results in a more commanding presence at the State Capitol. If you aren't a member, join today so your voice is heard at the Connecticut legislature. Find the CTSSA membership application online at www.ctssa.org, or call the office at 860.228.3624 and become a member immediately.

If you would like to be added to the CTSSA legislative mailing list, or if you are interested in advertising on our website or in the CTSSA newsletter, *Insights*, send your request and contact information including email address to: CTSSA, P.O. Box 354146, Palm Coast, FL, 32135; 860.228.3624; 860.228.1337 fax; or email clong@ctssa.org.

Florida

FLORIDASSA.ORG

The Florida Self Storage Association (FSSA) is hosting its second major event of 2015 on November 5 at The Yacht Club, A Disney Resort, Orlando. The Owners, Operators and Investors Summit will feature Dean Jernigan of Jernigan Capital and Ken Nitzberg of Devon Self Storage. A third featured speaker is being confirmed. This event includes networking time for the leaders of self storage facilities and self storage

investors. Vendor sponsorships that include registration are available and are the only option for vendors who want to attend the summit. Registration is open and details are available for both sponsors and attendees at www.FloridaSSA.org. Every year FSSA hosts six training webinars. The website is constantly being updated with dates as registration opens, so check www.FloridaSSA.org often for the latest. The webinars are free for members and \$49 for nonmembers. If you're a member and haven't been receiving our notices, add your email address to your member record or contact the office at (863) 884-7204.

FSSA is also hosting four regional meetings on lien sales. Check www.FloridaSSA.org for details.

A strong membership results in a more commanding presence with legislators. If you aren't a member, join today so your voice is heard. The FSSA membership application is online at www.FloridaSSA.org, or call the office at (863) 884-7204 and we'll mail an application to you.

If you would like to be added to the FSSA mailing list, or if you are interested in advertising, send your request and contact information including email address to FSSA, PO Box 354146, Palm Coast, FL 32135, call 863-884-7204, or email clong@floridassa.org.

Georgia

GASSA.ORG

The Georgia Self Storage Association (GASSA) continues to meet for a luncheon on the second Tuesday of each month for networking, education and a board meeting. The program is packed with information on how to improve profitability and efficiencies in the storage industry, often with a nationally recognized speaker. Members and non-members are welcome. Membership dues are \$250 per calendar year (January – December). Join GASSA today!

See Across, page 90



JOIN

**AND STAY UP TO
DATE IN STORAGE**

The Connecticut Self Storage Association provides members a powerful network of information and experience, as well as the advice and experience of industry insiders and self storage operators.

CTSSA PROVIDES:

- Legislative advocacy
- Educational opportunities
- Networking events
- Annual storage EXPO
- Articles and information via our website and newsletter



JOIN NOW
AT **CTSSA.ORG!**



POWERFUL TOOLS FOR YOUR SELF STORAGE BUSINESS

LEADERSHIP

The FSSA promotes an established, unified voice and ensures stability and growth of the self storage industry.

TARGETED INDUSTRY EDUCATION

Presenting content on the issues important to your business.

ACCESS TO KNOWLEDGE

Complimentary subscription to the quarterly magazine INPRINT, Mini-Storage Messenger and Self-Storage Now! in addition to discounts on MiniCo publications.

INCREASE SALES

FSSA members use SpareFoot's listing and reservation capabilities through the association's website at no charge.

SAVE MONEY, GET DISCOUNTS

Discounted pricing on print and online advertising.

RESOURCES

Attorney-generated lease agreements for both unit rental and Boat/RV storage at discounted member rates.

AFFILIATION WITH SSA

Indirect membership with the SSA for facility members.

ASK THE EXPERTS

Members are just an email away when questions about facility management arise.

VENDOR DISCOUNT PROGRAM

Save money by purchasing through FSSA's Vendor Discount Program.

TAP OUR NETWORK

Join us at our EXPO, the Executive Retreat, Regional Meetings and webinars.



JOIN AT FLORIDASSA.ORG!

Across, from page 89

In July, the GASSA educational program focused on tenant insurance case studies with featured speakers from BaderCo and Stor-Safe, a product of Repwest Insurance Company. These two speakers walked through case studies of two major disasters at storage facilities, how insurance claims should and can be handled, and how staff at the storage facility can increase insurance adoption by tenants.

The GASSA would like to invite everyone in the self storage industry to attend the expo and conference October 14-16 in Savannah, Georgia! Information can be found on the website. This event is cohosted by the South Carolina Self Storage Association and the GASSA. There will be numerous opportunities for networking, education and good old fashioned fun at this exciting event—so we hope to see you there!

Monthly luncheons are from 11:30 a.m. to 2:00 p.m. at The Georgian Club, 100 Galleria Parkway, Suite 1700, Atlanta (members \$30, non members \$35). Please RSVP to the executive director at gassa.org@gmail.com or by phone at 678-764-2006. Visit gassa.org for additional information.

Idaho

IDSSA.ORG

For all self storage owners, operators and managers in Idaho, we have fantastic news! During a reorganizational meeting held earlier this year, attendees and members of the Idaho Self Storage Association voted to become a charter association of the national SSA. While we are just getting started, we are truly proud to represent your interests across Idaho. In order for this charter to grow and begin reaching its true potential, we need your support. By becoming a member of the IDSSA, you will receive benefits such as a subscription to *SSA Globe*, access

to healthcare, data, research, webinars, updated information on tax reforms, and discounts on national SSA conferences and workshops. To become a member, please contact Nichelle Nassif at (703) 575 8000 ext 122 or nnassif@selfstorage.org.

Illinois

ILSELFSTORAGE.ORG

The IL-SSA's Fall Summit will be November 12 at the Marriott Bloomington-Normal Hotel and Conference Center in Bloomington. Join us for a great networking opportunity, a legal session to include what you need to know about the new Illinois lien law and much more. Visit www.ilselfstorage.org for more information. Also, the IL-SSA has just started offering an Illinois standard rental agreement. The cost is \$295 and is only available to IL-SSA members. Contact ILSSAExecDir@selfstorage.org for more information and to order your copy. If you're not yet a member of the IL-SSA, you can join at www.ilselfstorage.org. Benefits include an opportunity to order a standard rental agreement, the IL-SSA quarterly newsletter, member discounts on all IL-SSA and national SSA conventions, trade shows, and educational programs, and discounts on data and research findings.

Indiana

SSAINDIANA.ORG

Are you still not sure if joining the INSSA is best for your business? It's time to take the next step. Benefits of membership include a subscription to *SSA Globe*, the Indiana SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, publications and legal information. Please email Nichelle Nassif at INSSAexecdir@selfstorage.org or visit ssaindiana.org to join now!

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Kansas

KSSOA.ORG

Planning is underway for our November 11 fall luncheon at the Crestview Country Club again this year in Wichita. If you have requests or feedback, please contact us.

The Kansas Self Storage Owners Association's mission is to provide value and potential for growth by working together in our regional trade organization. Be sure to take a moment to consider the many (and ever-increasing) services to the storage industry that your trade associations offer. None of us is as strong alone as we are collectively.

For new members, please visit the website at www.KSSOA.org or call Shawn Herrick at 785.286.1110. Our current contact information is KSSOA, 7321 NW Rochester Road, Topeka, Kansas 66617: Phone - 785.286.1110.

Kentucky

KYSSA.ORG

Are you a member of the Kentucky Self Storage Association? If not, the good news is that you can still become a member today. Membership in the Kentucky SSA is available to any owner/operator with a facility in Kentucky or any vendor by paying the requisite dues. Please contact KYSSAexecdir@selfstorage.org with any questions or visit www.kyssa.org for an application.

Louisiana

SSALA.ORG

Interested in joining the Self Storage Association of Louisiana? Contact Wanda Cox at (225) 774-2117 or email her at lassa@cox.net. Be sure to visit the website for information about upcoming events www.ssala.org.

Maine

MAINESSA.COM

MeSSA's next meeting is tentatively scheduled for September 24, and our first meeting of 2016 will be January 28. Stay tuned as additional details, including location and speaker, will be announced on our website and Facebook page.

As always, we welcome input from our members on any topics they would like to hear about or venues they recommend for future meetings.

We are always looking to help new members improve their business and increase their bottom line, and there is no better time than now to join. For more details on how to become involved, please contact Mark Adler at mark@mainessa.com, or visit mainessa.com. We also encourage everyone to become a fan of MeSSA on Facebook.

Maryland

SSAMARYLAND.ORG

For all those members of the Maryland Self Storage Association out there, we have great news! Our 2015 annual meeting is scheduled for October 14. It will be hosted at the Hilton BWI Airport Hotel in Linthicum Heights, Maryland. Please be on the lookout for more details and information at www.ssamaryland.org under the coming events page.

In other good news, new updates to the Maryland lien law were adopted over the summer as a result of the hard work of the national SSA and the MDSSA. Check out our website for more information regarding the updates.

Not yet a member of the MDSSA? Become one today! Benefits include a subscription to *SSA Globe*, the Maryland SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational



Join us for the Maryland Self Storage Association's

ANNUAL MEETING

October 14, 2015

Hilton BWI Airport, Linthicum Heights

Topics to include:

Operational Sessions

Legal Session with Q&A

...and more

Information at

www.ssamaryland.org

or call 703-575-8000 ext.122

offerings, research, technology, publications and legal information. Visit our website for an application today.

Massachusetts

MASELFSTORAGE.ORG

The Massachusetts Self Storage Association (MASSA) is co-hosting with the Connecticut Self Storage Association (CTSSA) their joint Northeast Storage EXPO (new name, same great event). The EXPO is being held at Pequot Towers, Foxwoods, a highly acclaimed destination casino and resort. October 7 is our opening reception and October 8 is trade show and education sessions. Exhibit and sponsor registration is open. Call Mary Ann Turner at 860-745-4649 to learn more or to select your booth. Registration is also open at www.maselfstorage.org.

If you have a facility in Massachusetts, help MASSA save your business money. A strong membership results in a more commanding presence on Beacon Hill. If you aren't a member, join today so your voice is represented at the Massachusetts legislature. The MASSA membership application is online at www.maselfstorage.org, or call the office at 617-600-4481 and we'll mail an application to you.

MASSA members enjoy educational meetings and networking, quarterly newsletter, library of documents, website, and additional benefits from SSA, including a subscription to the *SSA Globe*.

If you would like to be added to the MASSA mailing list, or if you are interested in advertising on the website or in the *MASSA Advantage*, send your request and contact information including email address to MASSA, P.O. Box 354146, Palm Coast, FL 32135; 617-600-4481; 860-228-1337 fax; or email clong@maselfstorage.org.

Michigan

SELFSTORAGEMICHIGAN.ORG

Join SSAM as we host our annual conference October 27–28 at Greentown Casino in Detroit. This year's conference will be a day and a half event including a cocktail reception on October 27. More details are available on the SSAM website, including registration, sponsorship, and vendor information. Please visit: www.selfstoragemichigan.com/member_news.aspx.

New events and important industry information can be found at www.selfstoragemichigan.org and in the *Industry Insights* e-newsletter. If you're a member and have not been receiving *SSAM Industry Insights*, please contact the association office and let us know!

If you're not already a SSAM member, we encourage you to join the Self Storage Association of Michigan to take advantage of the many benefits available. SSAM lobbies the Michigan

legislature on behalf of the industry concerning issues that are important to you and your business. Your SSAM membership allows you to take advantage of special discounted rates on website design and development, credit card processing, a free listing on the SSAM website, and much more. SSAM has a professional management team to help answer your questions, or to guide you to find the answers you need. For membership information, please call (888) 308-7726, or visit www.selfstoragemichigan.org.

Minnesota

MINNESOTASSA.ORG

The Minnesota Self Storage Association is proud to be the official chapter organization of the national Self Storage Association representing the interests of those in the Minnesota self storage industry. We are diligently working with the law

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THE MASSACHUSETTS SELF STORAGE ASSOCIATION

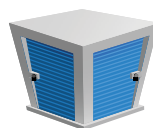
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- » Annual storage EXPO
- » Articles and information via our website and newsletter



MASSA

Massachusetts Self Storage Association



BECOME A MEMBER AT MASELFSTORAGE.ORG!

firm, Lockridge, Grindal & Nauen, to represent our interests in Saint Paul. Thanks to the dedication of the national Self Storage Association and our local MNSSA members, legislation was passed clarifying your ability to offer tenant insurance earlier this year. We want to send everyone a big thank you for their efforts.

Would you like access to our great membership benefits? Want to become more involved in your industry? The MNSSA is looking for active members in the self storage community. For membership information and benefits, please email Nichelle Nassif at MNSSAexecdir@selfstorage.org.

Mississippi

MSSSOA.ORG

Interested in joining our association? Are you a self storage owner/oper-

ator or involved in the self storage industry? We are always accepting new members. Check out msssoa.org for details, or email msssoassn@gmail.com.

We have updated our lease agreement. Contact Executive Director Meagan Garden at msssoassn@gmail.com, or call (228) 365-8965 for details and to purchase your copy of the lease agreement. We accept credit cards. Thank you for your continued support.

Missouri

MSSOA.ORG

Visit www.mssoa.org today. You can join MSSOA, renew membership, order model rental agreements (MRAs) and view membership lists of owners as well as vendors. Also, like us on Facebook.

As always, if you have questions or concerns about the MSSOA, contact

Janet at the MSSOA office 573-480-0454 for more information.

Nebraska

NEBRASKASELFSTORAGEOWNER-SASSOCIATION.COM.

Since Nebraska is one of only two states in the U.S. that does not have self storage lien laws, the NSSOA is making the passage of legislation its top priority. The fall meeting will take place on November 10 at the Country Inn & Suites Conference Center, 5353 N. 27th Street, Lincoln. For more information, or to become a member of the NSSOA, phone 308-338-9947 or visit www.nebraskaselfstorage-ownersassociation.com.

Nevada

NVSSA.ORG

It is the 2015 SSA fall conference and Las Vegas is where it's at! We invite you to join us for a free

SSA 2015 Fall Conference

NVSSA MEMBERS MEETING

Free to Nevada Storage Owners & Conference attendees!



September 9, 2015

4:45pm

Caesar's Palace Las Vegas

HOW TO INCREASE REVENUE THROUGH ANCILLARY SALES

Presented by Tony Borysenko



Join us after the presentation at the Welcome Reception for a fun and fabulous fundraiser !

educational session on Wednesday, September 9, at 4:45 p.m. at the incomparable Caesars Palace for a dynamic educational presentation, Boost Your Revenue through Ancillary Sales, presented by longtime NVSSA supporter Tony Borysenko of Chateau Products. This presentation is open to all fall conference attendees and we hope to see you there!

We are expanding and growing in many ways, including membership networking events and participation opportunities. Come see us at booth #335 on the trade show floor to see what NVSSA membership can do for you. Our board is eager to meet you.

We are hosting our fantastic Annual Legislative Action Fundraiser on Wednesday, September 9, beginning at 6:30 p.m. just outside the opening night welcome reception. There will be a chance to win fabulous items for everyone in our drawing! Purchase your ticket(s) from any NVSSA board member on the trade show floor or swing by booth #335 to support legislative change in Nevada. Your previous donations and support of our legislative efforts have enabled NVSSA to have some major successes in the Nevada legislature with the passing of SB-150 and AB-182. We need your continued support to

sustain this vital work on behalf of our members.

Stay tuned for information on the 2nd Annual TriState Conference coming next month along the majestic Colorado River in Laughlin, Nevada, where the three states meet. Visit www.nvssa.org for more information.

Members, we want to hear from you. Tell us what you want to learn about. We welcome educational topic suggestions. Call Valerie at 702-952-2455 if you want to talk about how you can benefit by joining NVSSA. You may also submit your suggestions via email to: Valerie@amnevada.com.

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Stay Connected With the SSA!

Follow us on Facebook and Twitter to get:

- The latest news on the storage industry
- Updates on legislative issues that affect you
- Tips on how to run your facility or business
- Details on upcoming SSA events
- Free advice from our legal experts



New Hampshire

NHSSA.NET

The New Hampshire Self Storage Association (NHSSA) continues to add content and resources to its new website and is actively seeking original content in the form of blog posts or articles, forms, resources, etc. Anyone with insight into the storage industry who would like to share information with our members is invited to participate. Call Liz Comeau at 603-609-8330 for more information.

The fall meeting will be held on October 2 at a restaurant in Manchester, date to be announced. Check our website for details!

New Jersey

NJSSA.ORG

Hello, members of the New Jersey Self Storage Association. We are proud to help voice the interests of storage operators/owners across the state. Of course, in order to best serve your needs, we need to hear more from you! Have you done something to help others in your community? Have you dealt with any issues that you believe others in the New Jersey self storage community need to better understand? Please send along your stories to NJSSAexecdir@selfstorage.org so we can share these in our newsletter!

Membership is available to any owner/operator with a facility in New Jersey or any vendor by paying the requisite dues. Benefits include a subscription to *SSA Globe*, the New Jersey SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, publications and legal information. Please visit www.njssa.org for a membership application.

New Mexico

NEWMEXICOSSA.ORG

Members of the New Mexico Self Storage Association, come check out our 2015 annual meeting located in Santa Fe this fall. Please check out our website for updates and more information on the educational sessions we will be hosting at the event this year.

In other news, an updated New Mexico lien law became effective on June 20, 2015. This law updated lien notification methods and allows for the removal of vehicles, trailers, and boats from self storage facilities following set procedures. Please check www.newmexicossa.org for the latest New Mexico tenant insurance and lien law information.

We encourage you to become a part of this legislative improvement process by joining the New Mexico Self Storage Association. Owners, operators and vendors who join NMSSA will enjoy all the benefits, including quarterly newsletters with the latest industry information and trends, education, networking, *SSA Globe*, access to healthcare and much more.

North Carolina

NCSSAONLINE.ORG

Save the date for the North Carolina Self Storage Association Annual Convention & Tradeshow, November 15–17, at the Omni Hotel in Charlotte. NCSSA is very excited to be moving to Charlotte for this event. We have outgrown the Holiday Inn Resort in Wrightsville Beach (by selling out our 2014 convention with 200 attendees) and we've listened to our survey results and chosen a venue in Charlotte. NCSSA hosted a very successful seminar in August in Wrightsville Beach at the Holiday Inn Resort. The seminar was moderated by Mike MacManus, an NCSSA board member and included a panel of two NCSSA members and two NCSSA board members.

Watch for future updates about 2016 NCSSA seminars and webinars! Contact the NCSSA if you have any speaker ideas or topics for seminars or webinars. We love suggestions!

If you are a self storage owner or operator in North Carolina and have not yet joined the NCSSA, we encourage you to do so. It is essential for operators to stay informed of the many changes and laws affecting, or that have the chance to affect, our industry. Membership in this organization can make a difference. Make your voice heard. One of the many benefits is affiliation with the national Self Storage Association. Because of the affiliation, each NCSSA member receives an annual subscription to the *SSA Globe* magazine and free call-in attendance to SSA's new monthly Online University live webcasts. Please email info@ncssaonline.org for more information.

North Dakota

NORTHDAKOTASSA.COM

NDSSA is available to any owner/operator with a facility in North Dakota and any vendor by becoming a sponsor of the NDSSA.

Interested in joining NDSSA? Thinking about sponsoring one of our events? Please visit northdakotassa.com for more information.

Ohio

OHIOSSA.ORG

Interested in becoming a member of the Ohio Self Storage Association? We are proudly serving the interests of storage operators and owners across Ohio. Membership in OHSSA is available to any owner/operator with a facility in Ohio or any vendor by paying the requisite dues. Benefits include a subscription to *SSA Globe*, the Ohio SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, tech-

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nology, publications and legal information. Please visit www.ohiossa.org for a membership application..

Oklahoma

OKSSA.ORG

If you are not yet a member of the Oklahoma Self Storage Association, check us out at okssa.org.

Membership is available to any owner/operator with a facility in Oklahoma or any vendor by paying the requisite dues. For more information, please email us at oklahomassa@gmail.com or call Jim Smith at 918-633-1572.

Oregon

ORSSA.ORG

Attention, all self storage owners, operators and managers in Oregon. The Oregon Self Storage Association is proud to serve as the voice representing your interests and concerns

throughout the state. We have grown stronger every year, working to cut costs and expand revenue opportunities for your business. Please keep in mind that only through active participation, from all potential benefactors of our efforts, will the self storage industry in Oregon continue to thrive.

Pennsylvania

PASELFSTORAGE.ORG

Join PASSA on Wednesday, October 14, for a charity golf outing with friends, members, vendors and colleagues before we kick off our 2015 annual meeting. We will be golfing at Overlook Golf Course located in Lititz, just outside of Lancaster. Our golf outing will begin at 11:00 a.m., includes lunch, and will be followed by our 2015 annual meeting opening reception being held in the Courtyard at the Eden Resort, 6:00 p.m. – 7:30 p.m.

Our annual meeting will be held October 15, 8:30 a.m. – 4:00 p.m. at

the Eden Resort in Lancaster and will kick off with a keynote presentation from award-winning consumer psychologist Kit Yarrow. Kit will discuss her book, *Decoding the New Consumer Mind*. A decade of swift and stunning change has profoundly affected our psychology—and consequently how, when and why we shop and buy. In *Decoding the New Consumer Mind*, Yarrow illuminates the impact of three major socio-cultural shifts on the psychology of shoppers and describes four strategic adjustments that businesses need to make to succeed and connect with today's transformed consumer. Kit will take you on a tip-filled, guided tour of the radically revised minds and hearts of today's consumers.

Following Kit's presentation, there will be a 90-minute panel of self storage Internet experts working collaboratively to show you how to apply the tips Kit shares. This panel will include: Sparefoot (what consumers want & online marketing); Phone-Smart & Storage Mart (one of the largest privately held operators); Automatit (mobile-friendly sites), OpenTech Alliance (online rentals, automation and level of lead interaction) and Storage Asset Management (operator).

After lunch, we will be holding a live auction for charity, so don't miss it and bring your checkbooks or cash! You never know what might be auctioned!

This event is for owners and managers as well as anyone who handles your live/online auctions. Everyone will benefit from Kit Yarrow's presentation, the self storage Internet experts' panel, the owners and managers tracks and the excellent roundtable sessions planned for the rest of the day. Our owners track will focus on financing with Neal Gussis, co-founder and principal at CCM Commercial Mortgage, who will focus on capital market trends and the current state of capital markets. The second track for owners will be on LED lighting and lighting technology with Matt DePrato from



Join us for the Virginia Self Storage Association's

ANNUAL MEETING

October 15, 2015

Embassy Suites, Richmond

Topics to include:
Operational Sessions
Legal Session with Q&A
...and more

Information at

www.virginiassa.org

or call 703-575-8000 ext. 122

Storage Construction and Paul Rhoads from Achieve Energy Solutions LLC.

Our managers track will include The Platinum Rule—how people today want to be treated from a customer service perspective—with Robert Chiti, owner of OpenTech Alliance. The second track for managers will focus on collection practices.

Of course, we couldn't do all of this without our generous vendor members! If you are interested in golfing (sponsoring a foursome, etc.), exhibiting, securing and leading a roundtable for the annual meeting, or in making a donation for our live auction, please contact Kim at kimberlycossar@wannerassoc.com or by telephone at (717) 441-6044 ASAP as commitments will be accepted on a first-come, first-served basis. We are already filling spots, so don't wait any longer! You won't want to miss this exciting event. For more information and to register, please go to www.paselfstorage.org.

South Carolina

SCSELFSTORAGE.ORG

If you are interested in attending our meetings, getting up-to-date on these or our many other efforts, or if you have a way to help our industry through your participation, please email Info@SCSelfStorage.org, call 803.814.4000, or visit our brand new and informative website at www.SCSelfStorage.org. Membership is easy and the benefits are great.

Save the date: October 22, Columbia, time TBD. Details: www.scsself-storage.org/events. Attendance is free and the food is great, but an RSVP is handy.

Tennessee

TNSSA.NET

TNSSA Legal Seminar: Our 7th Annual Legal Seminar in Murfreesboro is set for October 22! This day-long seminar features attorney Scott Zucker and guest speakers

which include Michael Haugh of Absolute Storage Management, Todd Levy of StorSmart Insurance and more. We will be meeting at the Embassy Suites Nashville SE in Murfreesboro. Registration for this event is open and a discount will be given for those that pay ahead. Register now at www.tnssa.net/events.

4th Quarter Luncheon and Annual Membership Meeting: We hope you will also make plans to attend our final event of the year. At this meeting you will get to meet the new board members for the upcoming year as well as hear from industry experts in our roundtable discussions. This meeting is scheduled for November 17 in Nashville.

Manager of the Year: Manager of the Year nominations may be made by any TNSSA member and will be accepted until December 31. Nominations must be completed on the registration form, which is available on the TNSSA website, www.tnssa.net. The award recipient will be chosen based on commitment to leadership, creativity, high occupancy rates, low delinquencies and overall business. Plan to attend the quarterly luncheon in February of next year for the 2015 Manager of the Year Award presentation.

Newsletter: We are working hard on the TNSSA's quarterly newsletter to make sure it contains industry news specific to our state that interests you! If you would like to receive a copy of the newsletter by email you may register at www.tnssa.net. If you are interested in contributing articles to our newsletter, or if you would like to advertise within the newsletter, please contact Melissa Roberts at melissa2911@gmail.com.

For more information about the Tennessee Self Storage Association please visit www.tnssa.net or contact President Josh Lynn at JoshL@storplace.com or info@tnssa.net.



7th Annual Legal Seminar

October 22nd
9am - 5pm CST

Embassy Suites SE
Murfreesboro

Featured Speaker: Attorney

**Scott
Zucker**

of the Self Storage
Legal Network



ASK SCOTT!

Questions for Scott can be submitted prior to the event. Email info@tnssa.net and he will answer your questions at the seminar!

Additional Topics Include:

Industry Update and Trends

By Michael Haugh

Tenant Insurance Application

Process Explained

By Todd Levy

And More!

Register Now and Save!

Prepayment: TNSSA Members \$125 and Non-Members \$185

Pay-at-door: TNSSA Members \$155 and Non-Members \$215

Price includes Lunch & afternoon snack

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Utah

SSAUTAH.ORG

Interested in becoming a member of the Utah Self Storage Association? Membership in the UTSSA is available to any owner/operator with a facility in Utah or any vendor by paying the requisite dues. As a member, you are entitled to great benefits. For information about these benefits and membership, please contact Nichelle Nassif at nnassif@selfstorage.org or (703) 575 8000 ext. 122.

Vermont

SSAVT.ORG

Are you involved in the self storage industry? Do you do business in Vermont? If you said yes to these questions, then it's time for you to become a member of the Vermont Self Storage Association today. Benefits include a subscription to *SSA Globe*, the Vermont SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, publications and legal information.

Membership in VTSSA is available to any owner/operator with a facility in Vermont or any vendor by paying the requisite dues. Please visit www.ssavt.org for a membership application.

Virginia

VIRGINIASSA.ORG

The Virginia SSA annual meeting is coming up on October 15! The event will be located at the Embassy Suites in Richmond. For more information on the meeting including guest speakers and seminars, please visit www.virginiassa.org. Not yet a member of the VASSA? Membership in the Virginia Self Storage Association is available to any owner/operator with a facility in Virginia or any

vendor by paying the requisite dues. Visit www.virginiassa.org to apply.

For more information on the Virginia Self Storage Association, please contact Nichelle Nassif at VASSAeccdir@selfstorage.org.

Washington

WA-SSA.ORG

Membership in the Washington Self Storage Association is a tremendous resource for self storage owner/operators in the state. If you aren't a member, go to www.wa-ssa.org and sign up. It's a great, low-cost investment for your business, with a substantial return.

Wisconsin

WISELFSTORAGE.ORG

Membership in the Wisconsin Self Storage Association includes listing your facility on the association website, an informative members-only section on the website, a discount on property insurance, a comprehensive lease designed for self storage in Wisconsin, and much more. Visit our website or contact our office at 262.786.3960 for more information about membership.

Asia

SELFSTORAGEASIA.ORG

The Self Storage Association in America has worked successfully to grow and partner with self storage industry providers in America and the Self Storage Association Asia aims to do much the same, but in Asia. The presence of self storage and its awareness in Asia is at the tip of the iceberg. The time to enter the market and take advantage of the growth potential is now. With more than 900 million consumers and fewer than 2,000 facilities spanning a dozen countries cramped in dense and populated cities, there is a lot of business to be had and room for the industry to grow. The Self Storage Association Asia

(SSAA) was formed in March 2014 to support industry growth throughout the region. The SSAA supports the interests of our members who include current and potential facility owners, managers and suppliers, by way of education, information, advocacy, standardization, research, networking, marketing and events. As a membership organization, we encourage these groups to proactively participate in order to grow their industry and business.

For more information on joining the Self Storage Association of Asia, contact Executive Director Luigi La Tona: e-luigilatona@selfstorageasia.org; selfstorageasia.org.

Australasia

SELFSTORAGE.COM.AU

To become a member of the Self Storage Association of Australasia, contact Rachel Muir at rmuir@self-storage.com.au or visit www.self-storage.com.au.

Brazil

ASBRASS.COM.BR

The latest modifications to the program for the self storage trade show planned November 9 & 10 to be held in São Paulo, Brazil, will greatly enhance the educational program. Added speakers include a real estate professional from one of the world's leading brokerage houses whose responsibility will be appraising self storage transactions in Latin America. Attendees will learn first hand how the marketplace is valuing this segment. Another guest speaker will discuss how to best implement social media.

Other topics planned will include a panel of major real estate fund investors in the segment discussing their perspective of the state of the market for self storage. In addition, we plan to have speakers discussing construction, zoning and building department challenges and costs.

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EXPO 2015

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9th and 10th

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This year's event will provide amazing content and access to relevant industry information that both operators and interested investors are looking for.

ASBRASS, the Association of Brazilian Self Storage, in cooperation with Secovi-SP and Better Management Systems, LLC will be the sponsors again for this year's Latin American Self Storage Trade Show and Educational Expo, held again at the offices of Secovi.

The venue is also unique. Our host, Secovi-SP, acknowledged as one of the most dynamic and renowned employer syndicates in the country, represents the leading names in São Paulo State's real estate industry. Please visit the Brazilian Association website (www.ASBRASS.com.br) for more details. All information plus registration for both vendor and attendees will be available online. As an added feature for all attendees, all talks will be presented in Portuguese and Spanish, as well as English. This

is an event that is truly for everyone, owners, operators, developers and investors alike. Email brazil-tradeshow@gmail.com for more information.

Canada

CSSA.CA

For more information or to become a member, please contact us at 888-898-8538 or email info@cssa.ca.

Federation of European SSAs

FEDESSA.ORG

To join the Federation of European Self Storage Associations, contact Rennie Schafer at rschafer@ssauk.com.

Japan

Japan Self Storage Association

JAPANSSA.ORG

For more information or to become a member of the Japan Self Storage

Association, please email Katsumi Watanabe at info@japanssa.org.

Rental Storage Assoc. of Japan

For more information or to become a member of the Rental Storage Association of Japan, please email Tatsuya Saji at rsaji@trwinds.com.

Latin America

LASELFSTORAGE.ORG

To become a member of the Latin America Self Storage Association, contact Nancy Torres at 770-880-4659 or info@laselfstorage.org.

Mexico

AMDAAC.COM.MX

The Mexican Self Storage Association organized a workshop in May on Dominion Extinction and data protection laws. AMDAAC is in the process of developing a standard of competence for mini-storage property management for self storage.

Contact: jtardan@amdaac.com.mx. Visit: www.amdaac.com.mx. ❖

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- Prepare to quickly react to market changes
- Know the true market value of your assets in a shifting economic environment
- Avoid overpaying for your next acquisition
- Find out what your peers are doing to succeed in today's economy

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INFORMATION & REGISTRATION

www.selfstorage.org

703-575-8000 x 111

education@selfstorage.org

REGISTER BY
AUG. 28, 2015
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Do you really think one size fits all? **We don't!**

Whether you are looking to acquire a facility, secure financing, review the property tax bill, or value your asset for disposition, this program provides the insight and Excel worksheets to provide clarity. The Self Storage Association's Valuation and Acquisition program is specifically designed to help you make sense of the deal. In a world where lenders are

trying to find solid footing, and it's time to refinance, or buy a property for a price that makes financial sense, everything is riding on your next move. When timing is everything the clarity of your projections, anticipating the "what ifs", and overlaying your assumptions with a clearly defined operating plan are critical.



Financial Modeling For Self Storage:

Created specifically for the SSA, the impressive financial modeling tools use detailed valuation methodologies that incorporate a comprehensive array of assumptions unique to the self storage industry.

Course Materials:

Each attendee will receive a comprehensive set of course materials and two Excel valuation worksheets. Accordingly, each attendee must bring a laptop computer to use at this program (Windows format preferred).

Don't be an outsider
on self storage valuation
and operations.

SIGN UP TODAY!

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Preliminary Schedule

DAY ONE: Wednesday, September 30

12:30 PM – 1:00 PM REGISTRATION

1:00 PM – 5:00 PM DIRECT CAP CASE STUDY

- Industry Overview
- 10 Practical Valuation Tools
- Good Deals Gone Bad
- Acquisition Actual Case Study
- Understanding Facility Reports
- Direct Capitalization Valuation Model
- Valuation Matrix Tables

5:30 PM – 6:30 PM RECEPTION AND NETWORKING

DAY TWO: Thursday, October 1

8:00 AM – 12:00 PM SELF STORAGE ACQUISITION CASE STUDY

- Discounted Cash Flow Valuation Modeling
- Financial Modeling Sensitivity
- Assessing Property Returns (group workshop)

12:00 PM – 1:00 PM LUNCH

1:00 PM – 5:00 PM RENTAL RATES & REAL ESTATE TAXES

- Cont'd. Discounted Cash Flow Valuation Modeling
- Assessing Rent Increases
- Property Taxes Impact on Underwriting & Financing
- Industry Data

DAY THREE: Friday, October 2

8:00 AM – 12:00 PM Building Your Report

- Wrap Up Discounted Cash Flow Financial Model case
- Adjusting Your Model for the "What-ifs"
- Financing Parameters
- Reviewing and Using Sales Comps
- Property Tax Review and Appeals
- Putting it All Together

If you're looking to buy, sell, or finance a self storage facility—be in a position of knowledge.

Lenders are continually changing underwriting parameters in this economic environment. Financial underwriting and sound valuation projections for self storage assets has never been more critical.

- Are you able to react quickly to market changes?
- Do you know the true market value of your property(s)?
- Could you overpay for your next acquisition?
- Do you have a presentation quality analysis available for your lender?

The SSA Valuation & Acquisition Course is a unique, graduate level real estate investment and management course. In this 16-hour, 3-day course, learn how to apply decision-making financial modeling techniques for potential acquisitions or existing facilities. Multiple valuation techniques for financial modeling are discussed as are two actual self storage case studies. Case scenarios apply to expansions, request for financing, and buy or sale property valuations. Property operations are discussed throughout the course including many cost saving suggestions.

Who should attend?

The program is designed for experienced industry professionals: self storage owners, investors, CFOs, and other self storage executives with a working knowledge of self storage investment and management.

Additional registrants from the same company receive a registration discount. Please see details on the registration form.

What you will learn

Property valuation based on sound financial modeling enhances negotiations with lenders, buyers, sellers and investors. The SSA Valuation & Acquisition Course discusses multiple valuation topics and teaches you specific techniques for financial modeling using a direct capitalization and discounted cash flow valuation tools.

What you will take away

You'll receive two financial modeling tools: a direct capitalization worksheet and a discounted cash flow worksheet, created specifically for this course.

These modeling tools use sophisticated valuation methodologies that incorporate a comprehensive array of assumptions that are unique to the self storage business. Whether you are interested in property acquisitions, repositioning a property within a market, expanding a facility, or reducing expenses, the SSA's valuation tools can assist you in making sound economic decisions.

- Learn how to make sense of today's property values by replicating an actual acquisition by inputting data into the financial models to determine the feasibility of the projects.
- Understand the interrelationship between business plans, acquisitions, financing, and dispositions.
- Exchange ideas throughout the class in an open format with students and instructors.
- Learn how to review, control, and negotiate property taxes and insurance—two of the largest and least understood expenses.

Meet the Faculty



Robert Francis, CPM

Bob Francis has been active in the operation and management of investment real estate for the past thirty-five years. For two decades Francis has specialized in the management and operation of self storage facilities throughout the U.S. and Ontario, Canada. A frequent columnist in industry publications, Francis is editor of SSA's Financial and Operational reports. An active leader in the industry, he is past chairman of the SSA Board of Directors and a former trustee of the Florida SSA. Francis is currently Regional Vice President – Operations for Devon Self Storage. He holds the Institute of Real Estate Management Certified Property Manager designation and is a licensed real estate broker in Florida.



Jeffrey Humphrey, ASA

Jeff Humphrey is Senior Vice President of Asset Management for Devon Self Storage Holdings (US) LLC. Humphrey is responsible for financial underwriting (acquisitions), risk management (insurance), financing, property tax appeals, and dispositions. Prior to joining Devon he was director of Acquisition Audit and Property Taxes for Equitec Properties Company with holdings of 26 million square feet of office, industrial, retail and apartments located in 30 states. He has authored several articles for real estate publications. Humphrey is a member of the American Society of Appraisers and holds the senior appraisal designations of ASA and CCRA.



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**SSA discounted Group Rate at the Wyndham Grand is
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if you book by August 28, 2015.**

**Call 800-996-3426 and make sure you mention
the Self Storage Association meeting to get the group rate.**

Registration Form

SSA VALUATION & ACQUISITION COURSE • September 30 – October 2, 2015 | Orlando, Florida

PRINT CLEARLY or TYPE (Copy form for three or more registrants. Send all forms and payment together.)

SSA Member number (if known): _____

First Registrant Name: _____ Badge nickname: _____

Title: _____

Second Registrant: _____ Badge nickname: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

Office email required for registration confirmation and any Course preliminary correspondence. Print clearly:

Email (1st Registrant): _____

Email (2nd Registrant): _____

SSA Direct Members & Affiliate Members

Payment Received*	By 8/28/15	After 8/28/15
<input type="checkbox"/> First Registrant	\$1,500	\$1,650
<input type="checkbox"/> Second Registrant (same company)	\$1,400	\$1,550

Total* : \$

All Others

Payment Received*	By 8/28/15	After 8/28/15
<input type="checkbox"/> First Registrant	\$1,600	\$1,750
<input type="checkbox"/> Second Registrant (same company)	\$1,500	\$1,650

Total* : \$

* SSA reserves the right to charge the correct amount.

Please check here if you are disabled and require special assistance. Attach a description of your needs.

CANCELLATION POLICY: If you are unable to attend, you may substitute a person from your company.

Cancellations faxed or postmarked by August 28, 2015 will be subject to a \$200 processing fee per registrant, with the remainder refunded. For cancellations between August 29 and September 30, 2015, a 50% refund will be made. No refunds granted thereafter, but substitutions are accepted.

PAYMENT: Registration and program seating reservation will not be processed without full payment. Enclose a check payable to SSA in U.S. funds, or credit card information:

Visa MasterCard American Express

Card # _____ Exp Date: _____

Cardholder's Name (print): _____

Signature: _____

TO REGISTER: Fax with credit card information to SSA at 703-575-8901 or mail registration form with check to Self Storage Association, 1901 North Beauregard Street, Suite 106, Alexandria VA 22311

ADDITIONAL INFORMATION: Phone (703) 575-8000 ext. 111 | email: education@selfstorage.org | www.selfstorage.org

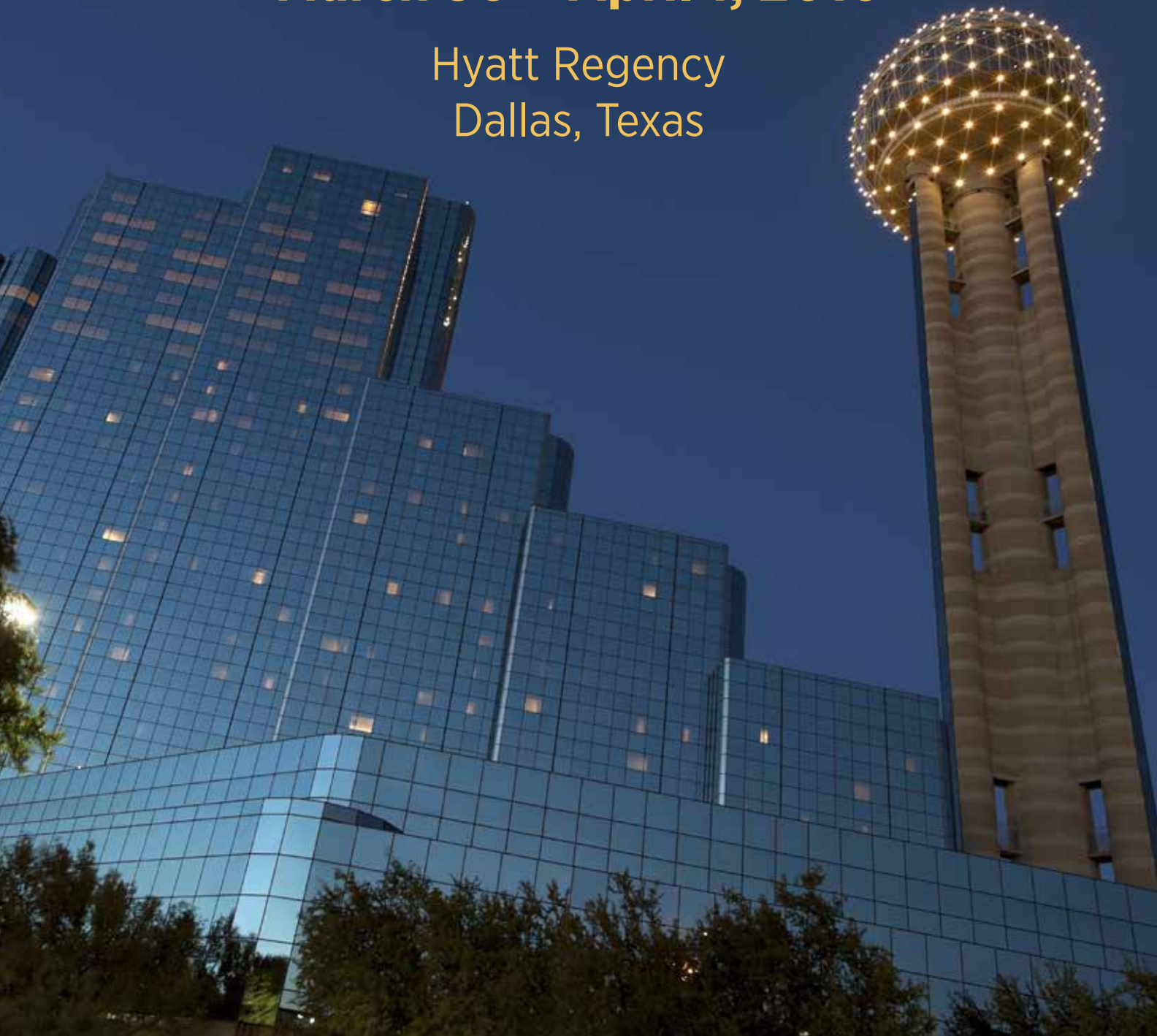
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THE SSA VALUE PROPOSITION: *Here's a list of the member benefits you receive as an SSA member. There's no other place in the industry where you can get this kind of return on your investment. Please share this information with a colleague and invite them to join your association. To join, they can visit www.selfstorage.org and click 'Join SSA'.*

■ **Education & Training Programs:** Well-informed owners and an educated workforce are vital to success in today's self storage industry—and the SSA is your one-stop source of first class, self storage-specific learning opportunities on key topics. The SSA Online University offers convenient multimedia online education and training that saves time and travel expense. Participate in live monthly webcasts (free to SSA members), plus download valuable training content. SSA also offers the acclaimed SSA Manager Certification Program, an intensive course that provides a solid foundation for self storage managers, and an opportunity for self storage professionals to attain the prestigious SSA Certified Self Storage Manager (CSSM®) designation.

■ **SSA Conference & Trade Show:** Be the first to see the latest products, technology, and services at the SSA Spring or Fall Conference & Trade Show. Vendor members can exhibit and attend at discounted rates. These two events, offer industry education, networking, and one-on-one roundtable discussions on industry topics that are important to you, your business, and your bottom line. Direct members of SSA will enjoy a Direct Members Only Lounge where they have free refreshments, cell phone charging stations and a comfortable environment to relax in between sessions.

■ **SSA Annual Ski Workshop:** Network with high-level peers during the Annual SSA Executive Ski Workshop. This educational getaway boasts some of the industry's top speakers. Combined with industry roundtables and skiing fun, you can understand why this event is sold out every year. Members receive reduced registration rates.

■ **The SSA Globe:** All members receive the industry's leading monthly magazine, the *SSA Globe*, by mail. It's also accessible online at SSAGlobe.org in digital format. The publication keeps you up to date with the SSA's latest news and activities, providing features about owners, operators and employees that make the industry what it is today.

■ **Monday Globe:** Each week, the *Monday Globe* brings timely industry news and information into your email inbox.

■ **Online Networking:** StorageChat.com allows self storage professionals to engage with their peers. Membership in the community is free and provides access to post topics, the ability to comment on others' posts, upload content, and many other useful functions. Visit www.StorageChat.com and begin networking today.

■ **Self Storage Legal Review:** SSA's most valuable publication, the bimonthly *Self Storage Legal Review* is one of the industry's top publications, giving you timely information on legal developments in the industry. It monitors emerging trends and legal issues that you need to know for your individual business. This publication is valued at \$240 per year.

■ **Publication Discounts:** SSA offers numerous sales and marketing tools, management materials, resources, safety programs and legislative resources at discounts to members.

■ **SSA-Reis Study:** Gain market insights from this survey of more than 10,000 participants on occupancy and historical rental rates in the top 50 U.S. markets and 279 submarkets. Direct members receive first notice on all future data releases, and receive substantial discounts on all studies. These studies are revolutionizing the way owner/operators and managers look at this industry and how they market to their residential and commercial customer base.

■ **Healthcare Benefits:** The SSA and MiniCo Insurance Agency, LLC have expanded the CoreHealth Insurance program to include major medical, dental and eye care. The program is now known as the SSA Health Insurance Marketplace. Due to changing government regulations and an expanded interest by self storage professionals, these new insurance products will be a

welcome addition to the already popular supplemental insurance programs offered by the SSA and MiniCo. SSA members and their employees and families are eligible including full-time, part-time, seasonal, temporary and contractors. This program can be a valuable incentive for employee recruitment and retention. It features guaranteed acceptance based on eligibility (age and state availability), coverage available until age 65, freedom to choose providers, an insurance card, online payment, and low monthly premiums. In addition, the SSA Core-Health Insurance program is underwritten by an A.M. Best “A” rated carrier.

■ **Vendor Coupon Directory:** Need to purchase products or services and looking for discounts? As an SSA member, you may visit the Vendor Coupon Directory and download coupons from your favorite vendors. You must be a current member of SSA and logged into the website to view/download. Vendors are always changing their coupons, and new vendors are added weekly, so be sure to check back often!

■ **Enhanced Business Exposure:** Members are listed in SSA’s online facility locator (with 20,000 unique visitors per month) and may use the SSA member logo in marketing and outreach materials. Additionally, SSA prints the *SSA Globe Yearbook & Membership Directory*, a “who’s who” guide to the self storage industry. SSA also provides an “SSA Member” window decal displaying the Association’s logo.

■ **Marketing Collateral:** SSA offers a series of “Declutterfy” radio commercials, message-on-hold recordings, and print ads. SSA members can use the spots for their stores’ on-hold messages or to promote their businesses locally. Two of the commercials focus on consumer use of self storage, and two others promote self storage in business. These productions encourage the public to “Declutterfy—Your Home, Your Office—Your Life!” and include blank air space for information about the member’s facility. These great radio commercials, message-on-hold recordings, and Declutterfy print ads are available to SSA members at a fraction of the typical production costs. For more information, visit our website or call SSA.

■ **Access to the Young Leaders Group:** The SSA’s Young Leaders Group (YLG) is for the next generation of self storage professionals. As industries continue to grow, it is important to develop the connections within the next generation for future interaction and growth. Whether you are a supplier to the industry, a self storage operator or manager, the YLG was created to enable the future of the industry to meet and network in a fun social environment, apart from, but in conjunction with traditional SSA events. Members of the YLG are the future leaders of their organizations and may one day become

future members of the Board of Directors or possibly the Chairman of the Self Storage Association. You must be a member of SSA to join this group

■ **Industry Advocacy:** SSA regularly lobbies around the country to represent members on self storage issues at the local and state levels. In addition, SSA government relations staff represents the industry before the U.S. Congress and federal regulatory bodies through in-person meetings and testimony.

■ **SSA Scholarship Fund:** The SSA Foundation Scholarship program provides scholarship awards of \$2,500 to \$5,000 toward postsecondary education tuition and fees. This is a needs-based scholarship program for students with at least a “C” cumulative average or 2.0 cumulative GPA on a 4.0 point scale. Recipients must be employees (or employees’ children or grandchildren) of companies that are direct members of the Self Storage Association. Eligibility requirements also include a demonstration of integrity within the applicant’s school and/or workplace, plus documented pursuit of meaningful education at an accredited postsecondary education institution.

■ **Self Storage Legal Network:** How much do you spend per year on legal fees? The number one most important benefit of being a direct SSA member is access to the Self Storage Legal Network. This legal hotline service, only available to direct SSA members, provides one of the best sources available for obtaining industry-related legal information. SSA attorneys Carlos Kaslow and Scott Zucker bring more than 50 years of combined self storage industry experience. An SSLN subscription begins at \$500 yearly (prices based on facility count). When you or your employees have a legal question concerning self storage operations, you can simply log in to the SSLN online and ask your question. The SSLN is staffed from 8:00 A.M. to 5:00 P.M., Monday through Friday, and provides a response to your inquiry by the next business day. Do you have lien law questions, rental agreements, or partial payment questions? Just ask the attorneys. The SSLN is a legal and operations information service and does not provide subscribers with legal services. For more information, please contact SSA at (703) 575-8000.

If you have any questions about your membership, please contact
Stacey Loflin, Vice President of Membership
(703) 575-8000 ext. 105,
or send questions via e-mail to
sloflin@selfstorage.org

Membership Levels

Level 1 Member

\$175/year

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is an owner of one or more existing self storage facilities whose total rentable square footage is less than 40,000 square feet may apply to become a Level 1 member. Level 1 members receive the full list of SSA member benefits, except for the *Self Storage Legal Review (SSLR)*.

Level 2 Member

\$275/year

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is an owner of one or more existing self storage facilities whose total rentable square footage is less than 40,000 square feet may apply to become a Level 2 member. Level 2 members receive the full list of SSA member benefits, including the *Self Storage Legal Review (SSLR)*.

Level 3 Member

\$545/year, includes one facility plus
\$125 for each additional facility

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is the owner of one or more self storage facilities or facilities under construction may become a regular member. Ownership of shares in a publicly traded company that owns self storage properties does not constitute ownership of a self storage facility. Level 3 members receive the full list of SSA member benefits, including the *Self Storage Legal Review (SSLR)*.

**For questions about membership levels,
please contact Stacey Loflin at
sloflin@selfstorage.org
or (703) 575-8000 ext 105**

Vendor Member

\$825/year

Any person, partnership, corporation, limited liability company or other entity which is a supplier of goods and/or services utilized within the industry or which is engaged in a business connected with or related to the self storage industry, or is an independent contractor that manages self storage facilities, may apply to become a Vendor Member.

Management Firm Member

\$545/year, includes one facility plus
\$125 for each facility managed

A person or entity that manages self storage facilities on behalf of an owner for a fee may become a Management Firm Member. Members in this category may also own their own facility, but must manage at least one other facility for another owner. (An *SSA Registry of Self Storage Management Firms* and size rankings, based on the number of facilities managed, will be distributed in a special edition of the *SSA Globe* magazine, based on facilities reported with membership.)

Prospective Owner Member

\$545/year

An individual or entity that does not own an existing self storage facility or a facility under construction, but is a prospective developer or purchaser of a self storage facility (including entities outside the United States), may apply to be a Prospective Owner Member. *This is a non-voting membership class.*

International Firm Member

\$100/year

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is the owner of one or more self storage facilities or facilities under construction outside the U.S. and Canada may become a member in the International Firm category.



Membership Application

Please complete entire form and return it with your check or payment to the address below. If you have questions, contact SSA at (703) 575-8000 or email SSA at info@selfstorage.org. All applications are subject to review before approval. *All facilities must be reported.*

Choose Membership Type:

- Level 1**..... \$175
 < 40K sq ft
- Level 2**..... \$275
 <40K sq ft; includes the *Self Storage Legal Review*
- Level 3** \$545
 First facility included,
 \$125 per add'l facility
- Prospective Owner** \$545
 Prospective developer or
 purchaser of a self storage
 facility
- International Firm** \$100
- Management Firm** \$545
 First facility included,
 \$125 per add'l facility
- Vendor Member** \$825

Options:

- Self Storage Legal Network**..... \$500
 1-2 facilities.
 Call if more facilities.

\$ _____ Dues

\$ _____ Add'l Facilities
 x \$125/per facility

\$ _____ SSLN (*Optional*)

\$ ~~75.00~~ Admin Fee

\$ _____ **TOTAL**



Check Enclosed

Charge to Credit Card

Card # _____

Expiration Date _____

Name on Card _____

- Please enroll me in the SSA Auto Renewal Program
 (Terms available at www.selfstorage.com)

Parent Company		Website	
Primary Contact Name*		Primary Contact Title	
Primary Contact Email	Phone	Fax	
Street Address			
City	State	Zip	Country

* Each member shall designate a person who shall serve as the official representative of the member to the SSA, entitled to vote on behalf of the member, and eligible to serve on the Board of Directors on behalf of the member. Email address must be included.

ADDITIONAL FACILITIES:

All facilities owned/managed must be reported

Use additional sheets if necessary

Facility Name		No. of Units	Approx Sq Ft
Contact (Manager)		Title	
Email	Phone	Fax	
Street Address			
City	State	Zip	Country

Facility Name		No. of Units	Approx Sq Ft
Contact (Manager)		Title	
Email	Phone	Fax	
Street Address			
City	State	Zip	Country

Complete form and mail with payment to:

Self Storage Association
 1901 N Beauregard St. Ste. 450
 Alexandria, VA 22311

Fax to (703) 575-8901

Questions? Contact Stacey Loflin
 sloflin@selfstorage.org or 703-575-8000 ext 105

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Email: shryszko@amsdellcompanies.com

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KEEP THE RIGHT PEOPLE...

SSA FACILITY MANAGER APTITUDE eTEST

eTest is a web-based screening program that provides self storage owner-operators or hiring managers with real-time pre-employment testing and assessment services. Our test has been specially customized for evaluating potential self storage facility managers.

The SSA **eTest** will provide a fast, reliable and cost-effective means of measuring common-sense traits linked to job

behavior. Better hires result in reduced turnover and improved productivity by putting the right person in the right job.

SSA's **eTest** requires no setup or licensing fees so administration is straightforward and easy to use. Each customized facility manager eTest is \$75. When you buy an **eTest**, you also have the option to add a Developmental Report (free), a Sales Report (\$25 each) or a Leadership Report (\$25 each).

How Does SSA's "eTest" Work?

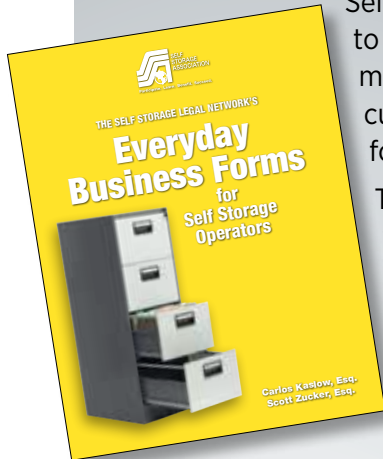
- Complete one-time account registration at <http://www.etest.net/signupSSA.asp>
- On the sign up page (the page the above link takes you to), scroll down and fill out the form then click the "Submit" button
- You will receive an email within one business day with your log-in information, instructions and site link
- Set up your test by going to www.etest.net, clicking on the "Client Log In" button, and entering your login information
- Candidate takes test in browser at any location (preferably proctored)
- Test takes approximately 20 to 30 minutes to complete
- Test is scored immediately
- Results are sent real-time via email to owner-operator/hiring manager to be utilized for more focused and effective interviews
- Feedback comes as an Interview Guide which consists of:
 - Narrative description
 - Interview questions to address extremes in responses
 - Actual scores which include a "good/bad" fit Facility Manager scale

To find out more or to sign up today, go to www.selfstorage.org

eTEST.NET

THE SELF STORAGE LEGAL NETWORK'S

Everyday Business Forms for Self Storage Operators



Self storage is the rental of non-residential real estate. Each tenant is required to execute a written rental agreement that typically states that it can only be modified in writing. While a good rental agreement will work well for most customers, you will have customers and situations that require that additional forms be used in conjunction with the rental agreement.

This manual provides addendums and forms to deal with business situations that frequently arise at self storage facilities. The forms provided are models that you will be able to modify to conform to your rental agreement and other documents.

We hope that having these forms will make serving your customers' needs easier and will allow site personnel to respond properly when requests are made.

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Self Storage Collections & Lien Sale Handbook



No self storage operator wants to conduct lien sales, but they are a necessary part of the rent collection process. Lien laws in 48 states and the District of Columbia grant to self storage facility operators the legal right to sell delinquent tenant stored property when rent is not paid. The lien laws provide, in reasonably clear language, the steps that storage operators must perform prior to conducting a lien sale. However, the state lien laws do not provide clear guidance on the nuts and bolts requirements of actually holding a distressed property lien sale or public auction. This manual provides some of the forms that every self storage operator should consider as part of the process in conducting a self storage lien sale. They can be used whether you conduct your own sales or retain an auctioneer to assist you.

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This new data program provides investors, lenders, developers, industry analysts, and self storage facility

owners and operators, with the critical local market intelligence that they require in order to make superior asset- and portfolio-level decisions. To date, self storage professionals have not had access to current and comprehensive market information from a nationally-recognized provider.



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- Five main unit types: 5x5, 5x10, 10x10, 10x15, 10x20
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See a sample report at www.selfstorage.org

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Download the survey at www.selfstorage.org



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Around self storage

BETCO Introduces Boat and RV Units



BETCO, Inc., a single-source self storage building manufacturer based in Statesville, North Carolina, manufactures storage buildings and canopies specially designed to protect boats and recreational vehicles.

“To stay competitive, self storage facilities are now offering enclosed or covered units that protect boats and RVs against damage and costly repairs caused by harsh outdoor conditions,” said John Barnard, inside sales manager for BETCO. “Some facility owners are also selling boat and RV storage condominiums, rather than simply leasing them. BETCO’s enclosed storage buildings are ideal for protecting these expensive investments.”

BETCO’s structural components are designed for buildings up to 16 feet high, with commercial roll-up doors up to 14 feet high. BETCO’s boat and RV storage buildings have R-panel side walls and space for up to 50-foot deep bays separated by horizontal intermediate partitions, with a choice of 12-, 15- and 20-foot wide bay spacing. BETCO’s building design also accommodates live loads up to 60 PSF and winds up to 140 mph.

BETCO overhead canopies also offer boats and RVs economical protection from the sun and the elements and can be built to accommodate either angled or straight parking.

Metro Storage Opens Converted Stores



Metro Storage LLC announced the opening of two new state-of-the-art storage facilities in Brown Deer, Wisconsin, and Blaine, Minnesota. Both these stores are

conversions of existing properties into state-of-the-art self storage facilities.

One of the new stores, formerly a liquor distribution center, is located at 4059 West Bradley Road in the Milwaukee suburb of Brown Deer. The converted building consists of 58,000 RSF of climate-controlled storage, featuring a drive-thru for vehicles and interior loading and unloading. In addition, three new buildings were constructed on the site, adding 21,000 RSF of traditional drive-up, non-climate-controlled storage. In total, the new store will contain 647 storage units and will have electronic gated keypad entry and security cameras throughout the property.

The second store, a former auto dealership located at 9992 Baltimore Street NE in the Minneapolis suburb of Blaine, Minnesota, is a 627-unit, multistory building with 75,000 RSF of predominantly climate-controlled self storage. Features of this store include a drive-thru which will connect the renovated building to a newly constructed building, a covered loading and unloading area, and industry-leading security.

“In addition to the acquisition of established storage stores and ground-up development of new facilities, the conversion of buildings into self storage facilities is a key part of Metro’s growth strategy,” said Metro Storage LLC Chairman Matt Nagel.

IREC Completes Pennsylvania Expansion



Investment Real Estate Construction, LLC (IREC), announced the completion of two temperature-controlled buildings at CaGe Self Storage in Dillsburg, Pennsylvania. Dillsburg is located in York County near the state capital of Harrisburg. CaGe Self Storage sits a short distance off of US Highway 15 in Carroll Township.

IREC has designed and constructed two new temperature controlled buildings totaling 8,000 SF each. The existing facility, which opened in 1986, consisted of 56,650 SF with an on-site management office. The new buildings have standing seam roofs, roll-up and swing doors, and match existing structures. All new units are interior access. There was an added challenge to make all units ADA compliant on the single-story buildings. Two additional slabs were also prepared for future expansion as demand remains high.

See Around, page 122

Compass Acquires New Jersey Facility



Compass Self Storage, a member of the Amsdell family of companies, announced the acquisition of its newest self storage center, located at 55 Beekman Road in Manville, New Jersey. This storage center offers over 45,000 net rentable square feet and is operated by Compass Self Storage LLC. This is the seventh store that Compass has opened under the Compass flag in 2015 and the fourth location in New Jersey.

This new Compass Self Storage location offers drive-up access, indoor climate-controlled units, individual door alarms, digital surveillance, electronic access, online payments, outdoor parking, truck rental and a full line of moving and packing supplies. There is also a second, satellite self storage location affiliated with this property

on S. Main Street. The rental office on Beekman Road services both self storage properties.

“We are thrilled to grow our store presence to serve the Manville community, and believe our top-notch service and product will bring value,” said President Todd Amsdell.

Guardian Self Storage to Open 14th Location

Guardian Self Storage announced that Southern Dutchess Bowl, which closed its doors this past spring, will be repurposed as a new indoor self storage facility in New York.

Located on Route 52 in Beacon, New York, the 31,000 sq. foot facility will hold new, temperature-controlled self storage units and will become the 14th Guardian Self Storage location in the Mid-Hudson Valley. Guardian Self Storage has been a local, family-owned and operated business in the Hudson Valley for more than 30 years.

Guardian Self Storage General Manager Judy Motter said, “I am so happy to be opening a property in Beacon. This industry has grown so much and I am excited to bring such a great product there. I have roots in Beacon and I am looking forward to reconnecting with the community.”

Storage Express Opens Indiana Facility

Storage Express announced the opening of a new location in Lebanon, Indiana. The newly constructed facility offers 30,000 square feet, divided among a number of conveniently sized rental spaces. The new facility is located immediately west of I-65, approximately 15 miles northwest of Indianapolis.

The facility features Storage Express’ signature on-site 24/7 rental center, recorded HD video cameras with live office stream, personalized gate code entry with around-the-clock access and extended customer service hours: 24-hours a day, 365 days a year.

Storage Express owns and operates self storage properties across Indiana, Illinois, Kentucky, Tennessee and Ohio. This marks the company’s 89th location. Rentals are centralized out of the company’s headquarters, which is open 24/7. Local field service reps keep the properties in tip-top shape.

BOS Container Introduces Accessory

BOS has enhanced its product portfolio by introducing a new accessory, a skid that allows 10-foot and 13-foot containers to be pulled on and off a tilt-bed trailer. A Quick Build container with a four-way forklift pocket system is required. A video that shows the skid and guide through the assembly process can be seen at youtu.be/msCF-gHyrZw. Contact Tom Craycroft in Finland (+358-400-822 556) or Kari Honkaniemi in New York (914-548-0186) with any questions. ❖

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Here is a snapshot of the **West Region** which currently consists of Arizona, California, Colorado, Nevada, Oregon, Utah and Washington. We look at 1Q 2015 data as it pertains to asking rent by size of unit, asking rent per square foot and vacancy rate trends. We compare this region with the U.S. average and show you a sample of metro area data from **Las Vegas, Nevada**.



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Monthly Rent by Size of Unit (First Quarter 2015)

	5'x5'	5'x10'	10'x10'	10'x15'	10'x20'	10'x10' PSF*
Non-Climate Controlled						
U.S. Average	\$55	\$76	\$121	\$157	\$190	\$1.21
West Region	\$59	\$85	\$130	\$183	\$224	\$1.39
Climate Controlled						
U.S. Average	\$68	\$98	\$154	\$201	\$247	\$1.54
West Region	\$67	\$98	\$153	\$197	\$239	\$1.53

* per square foot

Vacancy Rate Trends

Quarterly:	1Q 15	4Q 14	YTD Avg	Annualized 1 Year
U.S. Average	11.7%	12.0%	11.7%	12.8%
West Region	11.5%	11.9%	11.5%	12.9%
Period Ending	3/31/15	12/31/14	3/31/15	12/31/14

Metro Area: Las Vegas, Nevada

Quarter/Year	Vacancy Rate	Asking Rent 10'x10' Non-Climate Controlled	Asking Rent % Chg	Asking Rent 10'x10' Climate Controlled	Asking Rent % Chg
Y / 2011	21.7%	\$87.47	n/a	\$99.54	n/a
Y / 2012	19.6%	\$85.61	-2.1%	\$97.33	-2.1%
Y / 2013	18.1%	\$86.97	1.6%	\$96.55	-0.8%
1Q / 2014	18.6%	\$86.79	-0.2%	\$97.33	-1.3%
2Q / 2014	16.1%	\$87.94	1.3%	\$96.37	1.1%
3Q / 2014	16.1%	\$87.39	-0.6%	\$96.38	0.0%
4Q / 2014	16.8%	\$87.50	0.1%	\$97.10	0.7%
Y / 2014	16.8%	\$87.50	0.6%	\$97.10	0.6%
1Q / 2015	16.1%	\$90.01	2.9%	\$98.20	1.1 %

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