

Each year in Las Vegas the SSA Foundation provides one of the industry's "feel good" moments when it inducts two new members to the Self Storage Hall of Fame. Through this honor, the Foundation, on behalf of the industry, is recognizing the tremendous contributions of these self storage professionals. Perhaps in no other year has the selfless character so distinctive to Self Storage Hall of Famers been better represented than during this 2014 class. Both Barry Hoeven, founder of Newport, California's US Storage Centers, and Salt Lake City, Utah's Kenneth Woolley, who established Extra Space Storage, share the common pursuit of helping others.

Hoeven, seen below (second from left) with members of his team at last year's SSA Fall Conference & Trade Show, is as well known for having founded the cancer research nonprofit Kure It as he is for his successful professional career. As discussed on page 38 of this issue of the *SSA Globe*, upon his diagnosis of kidney cancer, he did not choose to focus solely on himself. He turned his personal battle with the disease into a crusade and in doing so has created a legacy that will help save lives for generations.

For Woolley, the 2009 call to take on a mission for his church in far-off Moscow was an endeavor he took on with the same passion that helped him build the second largest self storage company in the country. It was not a modest sacrifice, either personally or for his company, to accept a three-year role in a foreign country.

For the models they have become to so many in the self storage sector, the two will be honored September 10 in Las Vegas. Read more about them beginning on page 36.

~ J.R. Clisham, SSA Chairman



Politically correct 6

Keynote speaker Charlie Cook will analyze the volatile political climate.

Training Day 10

Military pilot Anthony "AB" Bourke will address management techniques at SSAF Forum.

Coffee Talk 16

Early risers in Vegas can capitalize on our informative Hot Coffee/Hot Topic sessions.

Legal Q&A. 23

When are you permitted under law to enter a renter's unit?

Education News 28

How to get the most out of attending the SSA's fall conference.

Storage Hall of Fame 36

This year's recipients are Ken Woolley of Extra Space and Barry Hoeven of Westport Properties.

Vegas 2014. 45

Everything you need to navigate our Fall Conference & Trade Show is right here.

Enriching Lives. 60

Meet the worthy recipients of this year's SSA Foundation Scholarship.

SSA Member Benefits. 68

Are you taking advantage of everything you get for being an SSA member?

State Association News 77

Around Self Storage 95

Globe Advertisers 101

Data Depot 102

We look at storage in the West Region of the United States.

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