

# SSA FALL CONFERENCE & TRADE SHOW

LAS VEGAS • CAESARS PALACE • SEPTEMBER 9-12



*Where business happens...*

Register at [www.selfstorage.org](http://www.selfstorage.org)



*Learn from industry experts...*

## **The Self Storage Association Is Back in Vegas!**

When you put on the best conference and trade show in the industry, it is only natural to choose the best city for entertainment value at which to host your yearly fall gathering. Are you looking for new ideas to revitalize your self storage business? Just starting up in the industry? Want to connect with the brightest minds? Looking to see the latest in vendor presentations at the best trade show in self storage? It will all be under one roof at Caesars Palace in Las Vegas, September 10-12. Optional events start on September 9.

### **It's All About You!**

Nobody knows more about the self storage business than the Self Storage Association. The SSA has the unique ability to see all aspects of the industry and pass along information that can only help your business grow. The SSA always loads its conferences with the best speakers, seminars and roundtables. Its social events are set up to allow you to see old friends and make new ones. More than that, the SSA wants everyone who attends its fall national conference to also have a great time. And what better place for that than Las Vegas?

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. The SSA always packs its trade show with the most vendors of any conference & trade show in the country.

***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 10, 11:30a – 3:00p

Thursday, September 11, 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's Conference & Trade Shows. 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 of any self storage conference and trade show in America. Industry experts will lead informal discussions on marketing, technology, the internet, web sites, public relations, financing, operations, hiring, and dozens of other timely subjects. You choose the subjects 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

These early sessions give you valuable information and knowledge to face the future. Start your days early; you'll be glad you did! Have your questions answered by professionals who, just like you, are on the daily front lines. In these informal sessions, we encourage you to bring a question or describe a special challenge...and get the answer from your peers.

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 10 and 11. If you are interested in attending only the Trade Show, you may pre-register for as low as \$130 (for SSA members; by August 22). This fee includes lunch in the exhibit hall, plus valuable networking with our exhibitors during the Trade Show. *Insurance regulations do not permit children under the age of 18 in the exhibit hall. Vendors who are not exhibiting must register in the Full Registrant category ONLY.*

## 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](http://www.selfstorage.org) for a membership application today.

## SPECIAL RATE FOR NEVADA OWNER/OPERATORS

SSA offers a special One-Day (September 10) registration fee for Nevada owner/operators\* (\$325/\$350 Direct Members and Affiliate Members, \$400 Non-Members) which entitles Nevada Owner/Operators to:

- Special invitation to the **Welcome to Las Vegas Reception** on Wednesday, September 10, 6:30–7:45pm.
- **Reserve a room at Caesars Palace.** SSA has negotiated the lowest rates available: From \$148 plus tax single/double Sunday through Friday, September 7–12. To ensure you receive these rates, call Caesars toll free at (866) 227-5944 to reserve your room NOW. Be sure to identify yourself with the Self Storage Association conference and use code: SCSST4.
- Attend our **Networking Breakfast Buffet** on Wednesday, September 10, 7:00–8:30am.
- Attend our **Hot Coffee/Hot Topics Sessions** on Wednesday, September 10, 7:30–8:30am.
- Attend the **Roundtable Discussions** on Wednesday, September 10, 3:15–4:30pm.
- Attend the **Opening Panel Session** on Self Storage Consolidation and **SSA Hall of Fame Inductions** on Wednesday, September 10, 8:45–11:30am.
- Attend the **SSA Trade Show** on Wednesday, September 10, 11:30am – 3:00pm (includes lunch in the Trade Show Hall).
- Attend an **educational session** on Wednesday, September 10, 4:45–6:00pm *OR* the **special educational session/meeting of the Nevada Self Storage Association**, on Wednesday, September 10, 4:45–6:00pm.

Join us for the 5th Annual NVSSA fundraiser, a fabulous Silent Auction just outside the Welcome Reception on Wednesday September 10 at 6:30pm. Sponsor or donate a silent auction item and support the NVSSA. Call Valerie at 702-952-2455 or email [info@nvssa.org](mailto:info@nvssa.org) for sponsorship and participation information.

**NVSSA**  
N E V A D A  
**SELF STORAGE ASSOCIATION**

*\* Must have a valid NV address.*



*Your Association at work for you...*

# LEARN FROM THE EXPERTS...

## SOCIAL MEDIA BOOT CAMP\*

Tuesday, September 9 | 1:00 pm – 4:00 pm



### HOLLY RITCHIE

This 3-hour session includes an overview of social media, how to set up and manage your Facebook and Twitter business accounts, how to set up your Google+ Local and convert it to a Google+ Business Profile, how to fix an incorrect Map Marker, all about management tools such as Hootsuite, and more!

Holly Ritchie is the manager of marketing and client relations with The Storage Group. She has over 8 years of experience in digital marketing, specializing in business to consumer relationships. She has been serving the self storage industry since 2012 and has been a guest speaker of the Self Storage Association (SSA) on multiple occasions, teaching owners and operators about digital marketing trends. Most recently she was asked to share her insights sitting on a social media panel with best-selling author, David Meerman Scott. Holly graduated from the University of South Florida with a BA in Economics.

## FOUNDATION FORUM

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



### ANTHONY "AB" BOURKE

Anthony "AB" Bourke is a highly accomplished and decorated F-16 fighter pilot who flew tactical missions in service to our country. He has accumulated more than 2,700 hours of flight time in various high performance aircraft and was one of the first pilots to fly an F-16 in missions over New York City in the aftermath of

September 11.

Following his impressive military career, "AB" applied the tools and techniques that made him one of our nation's premier fighter pilots to the competitive world of business. He ascended rapidly to become the top producing mortgage banker in the Western U.S. for a prominent lending institution, and while with a California-based startup company, his team dramatically grew revenue from \$500,000 to \$65M in just three years. "AB" then formed a global management training company where as CEO & president the company grew into a best-in-class training company that was twice named one of *Inc.* magazine's 500 fastest growing companies.

As CEO & founder of Mach 2 Consulting, Bourke brings his tactical knowledge and business acumen to the forefront of the management training world. "AB" travels the globe and has shared his message of peak performance with over 50,000 people in nine countries. He is currently working on a book titled *The Art of The Debrief*.

\* *Optional Event: separate fee required. See registration form for details.*

## MANAGERS SUMMIT\*

Thursday, September 11 | 10:00 am – 12:00 pm



### BOB COPPER

It doesn't matter how big or small your facility is, this session will give insight into best practices and lessons learned on managing your facility in today's high occupancy environment: revenue management, renting without discounting, collections, organization and time management, and more!

Bob Copper is partner-in-charge of Self Storage 101. He is a leading consultant specializing in all aspects of self storage including operational improvement, training, audits, feasibility and market studies and due diligence. Bob has worked with hundreds of owners and managers to improve their sales abilities, collections techniques and overall operational expertise. As an experienced self storage owner and operator, Bob has a unique perspective as it relates to manager training and will bring this insight to this session, geared specifically toward self storage managers.

## KEYNOTE

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



### CHARLIE COOK

When Charlie Cook makes a pronouncement based on his analysis of the political scene in America, people who want to be "in the know" sit up and listen. For more than two decades, he has been Washington's most trusted—and most accurate—voice on all things political, whether it's the outcome of a Congressional, gubernatorial, or presidential election.

As the editor and publisher of *The Cook Political Report* and a political analyst for the National Journal Group, his prodigious writing is a direct line to the heart of politics. He writes weekly for *National Journal* magazine and *National Journal Daily*, and he also pens a regular column for *The Washington Quarterly*. Once deemed "the Picasso of election analysis" by *The Wall Street Journal* and represented exclusively by Leading Authorities speakers bureau, Cook produces the sharpest political handicapping in the business, serving as the one-man, go-to-source for Americans who want to be truly informed." For the spring semester of 2013, Charlie Cook is serving as a resident fellow at the Institute of Politics at the Kennedy School of Government at Harvard.

Cook is a hugely popular speaker. With his encyclopedic knowledge, memorable stories, quick wit, and meaningful insights, his speeches focus on the broad implications of the latest election results. Using poll numbers, economic indicators, and historical data, Cook forecasts the fortunes of each party in a balanced, non-partisan manner and furnishes audiences with the concrete information they need regarding today's political and legislative environments.



# DAILY SCHEDULE *(subject to modification)*

## Tuesday, September 9

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8:00a – 5:00p Exhibit 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**  
*Optional event; requires separate fee.*  
**Presenter: Holly Ritchie, The Storage Group**

*This 3-hour session includes an overview of social media, how to set up and manage your Facebook and Twitter business accounts, how to set up your Google+ Local and convert it to a Google+ Business Profile, how to fix an incorrect Map Marker, all about management tools such as Hootsuite, and more.*

3:00p – 5:30p **Affiliated Associations Council (AAC)**  
*By invitation only; for leaders of State Associations who have affiliated with SSA.*

4:00p – 5:30p **Young Leaders Group (YLG) Meeting**  
*The SSA's Young Leaders Group (YLG) is for the next generation of self storage professionals. As industries continue to develop, 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 allow 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 companies and may one day become future members of the Board of Directors or possibly the chairperson of the Self Storage Association.*  
*\*Requires a company membership with the Self Storage Association and dues in the YLG. To join the YLG, please go to [www.selfstorage.org](http://www.selfstorage.org)*

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

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

7:30p – 9:30p **Young Leaders Group (YLG) Reception** *Sponsored by*

**Marcus & Millichap**  
NATIONAL SELF-STORAGE GROUP

**BADER**  
Be Assured

## Wednesday, September 10

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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 – 8:30a **HOT COFFEE/HOT TOPICS**

*Bring your questions and concerns to these facilitated discussions and collect new ideas to improve your business. Experienced self storage professionals will guide the discussions and provide insight on the topics at hand.*

■ **Public Relations/Marketing – Do the Right Things the Right Way**

*Presenter: John Dunlap, Decidedly Dunlap Public Relations*

■ **Connecting the Pieces of the Puzzle – Determining Factors that Affect Property Value**

*Presenter: Michael Mele, Marcus & Millichap*

7:45a – 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.*

*Learn something new...*





Where your industry comes together...

8:45a – 10:00a

**Opening Panel Session**

**Self Storage Consolidation: A Good Thing or Not?**

A panel of prominent independent owner-operators and REIT executives will discuss current and future self storage industry consolidation trends and answer key questions. What's the future of the independent owner-operator? What points must be considered when approached to have your facility managed by a third-party? Is it still cheaper to buy a facility than to build one? How many investment grade facilities will be added to REIT portfolios in 2014 and 2015? What percentage of third-party managed facilities end up as bought facilities? What do independent owner-operators need to know to avoid consolidation? What do they need to know if considering a third-party manager or a sale? All these discussion points will be considered and audience questions as well. Come, see and hear the Opening General Session panel at the SSA Convention & Trade Show in Las Vegas. It promises to be an eye-opener.

**Panelists:** Charles "Chico" LeClaire, Senior Vice President/Investments, Senior Director, National Self Storage Group – Marcus & Millichap (Moderator); Dave Benson, President and CEO - Morningstar Properties; Bill Hobin, President and CEO - William Warren Group; Jonathan Perry, Senior Vice President, Investments – CubeSmart; Mike Rogers, Vice President, Real Estate/Asset Management – Sovran / Uncle Bob's Self Storage

9:00a – 5:00p

**Direct Member Lounge**

Sponsored by



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 or enjoy a snack before visiting the trade show or next session. (Direct Member badge required upon entry)

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 Barry Hoeven, Westport Properties, Inc. / US Storage Centers, Inc. / Kure It Cancer Research and Kenneth M. Woolley, Founder, Extra Space Storage.

**Foundation Forum Speaker**

After the Hall of Fame inductions, the session continues with the foundation forum speaker, Anthony 'AB' Bourke.

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 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 nearly 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.

4:30p – 4:45p

Break

4:45p – 6:00p

**CONCURRENT EDUCATIONAL SESSIONS**

■ **Managers Track: 8 Key Questions That Deliver Bonus Rentals**

**Presenters:** Phil Murphy, Next Door Storage; Tron Jordheim, PhoneSmart

Prospective tenants are distracted today and need guidance towards choosing you vs. your competition. What's a Call Flow? How can I differentiate? KISS for callers, Train-it!, proof and reporting, and A-B testing that's as easy as ABC. We'll show how to better track leads, close 25% more rentals, and how to super-charge tracking and ROI. Best Practices in sales, follow-up, scripting, and channel pricing ensure every lead is maximized.

■ **Owners Track: An Overview of Finance Options for Self Storage in Today's Low Cap Rate Environment**

This session will provide an update and detailed overview of financing for self-storage. Our panel will discuss options from commercial banks, the Small Business Administration, commercial mortgage backed securities and life companies. They will discuss where we are now in the self-storage finance market as well as where we may be headed. The session will include the state of the banking sector; who is making loans and under what conditions, a clear explanation of rates; terms and leverage for the various finance options; advantages and disadvantages to each loan type; how to determine the best loan for you.

4:45p – 6:00p

**Nevada Self Storage Association Meeting / Educational Seminar: Live Auctions vs. Online Auctions**

6:30p – 7:45p

**Welcome to Las Vegas Reception**

Thank you to our 2014 Fall Event Sponsors:



**Self Storage Manager™**  
Enterprise Management Software



6:30p – 7:45p

**Nevada Self Storage Association Silent Auction**





## Thursday, September 11

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7:00a – 3:00p **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**

7:00a – 8:30a **Self Storage Markets in Latin America**

*Prominent industry leaders from different countries throughout Central and South America will gather together to discuss a variety of pertinent topics that relate to self storage in Latino countries. Issues such as the growth and development of the industry, effective marketing strategies, and dealing with legal issues are just a few of the topics on the agenda.*

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

*Bring your questions and concerns to these facilitated discussions and collect new ideas to improve your business. Experienced self storage professionals will guide the discussions and provide insight on the topics at hand.*

■ **Self Storage in Adaptive Reuse & Conversions**

*Presenter: Stephen Bourne, Site+Plan+Mix LLC*

■ **How to Measure and Prioritize your Online Marketing Efforts**

*Presenter: Jason Barrett, GoLocal Interactive*

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

*Our facilitators pick up from the day before with more great topics and advice. Tables fill up fast so be sure to plan ahead and get a seat at the table with the critical subject matter that means the most to you.*

8:30a – 10:00a **Canadian Topic Panel Discussions**

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



9:45a – 10:00a Break

10:00a – Noon **MANAGERS SUMMIT**

*Optional event; requires separate fee.*

**Self Storage Management in a High Occupancy World**

*Presenter: Bob Copper, Self Storage 101*

*It doesn't matter how big or small your facility is, this session will give insight into best practices and lessons learned on managing your facility in today's high occupancy environment. This informative session will include: revenue management, renting without discounting, collections, organization and time management and more.*

10:00a – 11:30a **KEYNOTE**

**CHARLIE COOK**, Editor and Publisher of The Cook Political Report; Columnist for the National Journal

*When Charlie Cook makes a pronouncement based on his analysis of the political scene in America, people who want to be "in the know" sit up and listen. For more than two decades, he has been Washington's most trusted—and most accurate—voice on all things political, whether it's the outcome of a Congressional, gubernatorial, or presidential election.*

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 – 2:45p Break

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

■ **Managers Track: The Hat Lady's Methods For Managing By Report, Higher Income, Fewer Discounts**

*Presenter: M. Anne Ballard, Universal Storage Group*

*In the usual Hat Lady style, this will be an action packed session showing you each of the key reports in your software. Interpreting your Management Summary, comparing it for Same Store Sales Increases or discovering if you are waiving fees unnecessarily, have a delinquency problem that is out of whack or the easy ways to do rent increases on both street and customer rates. Managers and Owners would do well to learn to manage by report and not just do things the same old way as before. There is a ton of information showing up right in front of them that most don't understand and are missing the critical benchmarks the rest of us use to increase profits and decrease losses. Beat the REIT's performance numbers using these simple techniques.*

■ **Owners Track: Manager Incentive and Retention**

*Presenter: Stephanie Tharpe, A+ Management Group*

*If you own a self storage facility, your No. 1 asset is your manager. In today's competitive market, you expect a great deal from your staff, but are you sufficiently motivating and rewarding your managers? How long has it been since you last evaluated their performance? How do you determine if you need to replace an employee? In this session, I will help you recognize the value of a great manager and identify ways to keep your best staff from moving on to "greener pastures."*

4:00p – 4:15p Break



4:15p – 5:30p

## CONCURRENT EDUCATION SESSIONS

### ■ Managers Track: Successful Managers

*Presenter: Cindi Smith, Short Pump Simply Storage*

*Becoming an awesome manager is not as hard as you think. Cindi will walk facility managers through steps that will lead them on the road of excellence and share some of her experiences and tried and true techniques. Participants will get the chance to share and discuss what they think makes an “awesome” manager. Cindi will share responses from a previous session in Virginia and will discuss the Certified Self Storage Manager Program and how she achieved her designation and keeps her designation current. You might be surprised how easy it is to excel at your job!*

### ■ Owners Track: Customer Retention Strategies

*Presenter: Terry Bagley, Storage Galleria; Michael Richards, Science Camps of America*

*The self storage industry has long been driven by a focus on obtaining new customers. Whether it is a new facility just starting up or a mature site trying to maintain occupancy levels, getting new customers is where most operators have spent their resources. In this session, we look beyond getting new customers and discuss how you can keep your customers longer (or forever!) and what that retention can mean to your business. We will show you how to determine the true value of a customer and how to use that information to create the customer services, rewards and benefits that will help your customers and help you obtain the maximum value from each customer.*

5:45p – 7:15p

### MiniCo's 40th Anniversary Celebration Cocktail Party

*Join MiniCo Insurance Agency for a 40th anniversary celebration! From MiniPak Gold to TenantOne to the Mini-Storage Messenger, MiniCo's products have long been icons of excellence within the self storage industry. MiniCo President and CEO Mike Schofield invites you to join in the celebration and raise a toast to our industry's past, present and future.*



## Friday, September 12

7:00a – 8:15a

### Breakfast Buffet and Networking

7:00a – 10:00a

### SSA Membership, State Affiliates, Products & Services Booth

7:00a – 11:30a

### Cyber Café

7:30a – 8:20a

### HOT COFFEE/HOT TOPICS

*Bring your questions and concerns to these facilitated discussions and collect new ideas to improve your business. Experienced self storage professionals will guide the discussions and provide insight on the topics at hand.*

### ■ Hiring, Counseling & Firing: Critical Employment Practices at Your Facility

*Presenter: Mark Saxon, Gordon & Rees LLP*

### ■ Significant Income Tax Savings

*Presenter: Jim Shreve, Cost Segregation Services, Inc.*

8:30a – 9:45a

### SPECIAL GENERAL SESSION

#### “Decoding the New Consumer Mind”

*Presenter: Kit Yarrow, PhD*

*A decade of swift and stunning change has profoundly affected our psychology, and consequently how, when and why we shop and buy. Consumer psychologist Kit Yarrow will share surprising insights culled from more than 100 interviews and ethnographies with consumers and you will take away strategies that your business needs to make to succeed and connect with today's transformed consumer.*

*Kit is author of Gen Buy and Decoding the New Consumer Mind: How and Why we Shop and Buy and a professor of Psychology and Marketing Golden Gate University. She is a widely recognized authority on the psychology of consumers and is regularly quoted in The New York Times, The Wall Street Journal, NPR, and Good Morning America.*

9:45a – 10:00a

Break

10:00a – 11:15a

### CLOSING GENERAL SESSION

#### “Live from Vegas: The Self Storage Legal Network's Legal Eagles Power Hour”

*A Q&A session for owners and managers addressing the latest legal and regulatory developments impacting the self storage industry. Topics will include the new healthcare insurance regulations, online technologies such as contracting, kiosk models and renting space through your website. 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.*

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

*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 9-12 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 \$148 plus tax single/double Sunday, September 7 through Friday, September 12. Friday and Saturday rates start at \$182 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 and use group code: SCSST4.

***The SSA room block is likely to sell out well before the cut-off date of August 7. 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

We are pleased to announce we've partnered with LASxpress airport transportation service and will be offering cost-effective transportation service between McCarran Int'l Airport and Caesars Palace. This is an exclusive service for Self Storage Association.

By utilizing this service, you are eligible for \$11 one-way airport transportation service. Other benefits include: Non-Stop Xpress service available for \$18 per person, 40+% saving vs. taxi fare, Immediate Boarding and Airport Meet & Greet service. Book today at [www.selfstorageevents.org](http://www.selfstorageevents.org) or by calling 702-480-6207.

The SSA Registration Desk is open from 9 am to 5 pm on Tuesday, 7 am to 5 pm Wednesday, and 7 am to 3:00 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 FORM AND FEES – FALL 2014

or go to [www.selfstorage.org](http://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) 228-3102 or email SSA@Showcare.com, as far in advance of the conference as possible. Cancellations faxed or postmarked on or before August 22, 2014, 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 22, 2014!**

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

Fees in \$US  
 Full and Additional Rep registration fees include a downloadable library of all session recordings and slides.

	REQUIRES SSA MEMBERSHIP ID NUMBER				Non-Members
	SSA Members*		International & State Affiliate (Indirect) Members**		
	By 8/22/14	After 8/22/14 and On-Site	By 8/22/14	After 8/22/14 and On-Site	
<input type="checkbox"/> FULL REGISTRANT	\$675	\$725	\$725	\$775	\$875
<input type="checkbox"/> ADDITIONAL REP (same company)	\$525	\$600	\$600	\$650	\$775
<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: <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday NOTE: Vendors who are not exhibiting <b>must</b> register in the Full Registrant category only	\$130	\$145	\$145	\$155	\$190
<input type="checkbox"/> GUEST REGISTRANT Guest Name: _____	\$225	\$250	\$250	\$275	\$325
<input type="checkbox"/> NV ONE DAY SPECIAL*** (Wednesday, September 10)	\$325	\$350	\$325	\$350	\$400
<input type="checkbox"/> SOCIAL MEDIA BOOT CAMP (Tuesday, September 9)	\$225	\$250	\$250	\$275	\$395
<input type="checkbox"/> MANAGERS SUMMIT (Thursday, September 11)	\$150	\$175	\$175	\$200	\$300

\*\*\* For owner/operators in Nevada

\* Those who have a valid ID number

\*\* 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 \$ \_\_\_\_\_  
 Managers Summit \$ \_\_\_\_\_  
 Gift Certificate # \_\_\_\_\_ – \$ \_\_\_\_\_  
**Total Fees\*** \$ \_\_\_\_\_

**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, 2014 to (514) 228-3102; SSA c/o Showcare Event Solutions, 1200 G Street NW, Suite 800, Washington DC, 20005-6705. **Registration forms received after September 1, 2014 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.**

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

**Questions?** Contact the SSA Registrar: Phone (514) 228-3076 | Fax: (514) 228-3102 | email: SSA@Showcare.com  
 Please check here if you are disabled and require special services; attach a written description of your needs.

# SSA 2014 FALL CONFERENCE & TRADE SHOW

## A SPECIAL THANK YOU TO OUR **EVENT SPONSORS...**



E-SoftSys, a technology leader for the self storage industry, offers products and services that include; Self Storage Manager Comprehensive management software for single and multi-facility operators;

e-CRM Fully integrated Customer Relationship Management module; Other Modules INSOMNIAC™ Kiosk, Late2Lien Interface, Online Reservations, Rentals & Payments, QlikView™ Business Intelligence, Mobile Websites, Customer Portal, Lead Aggregator Interface; 24/7 Customer Support with Dedicated Team and Project Manager assigned for large operator implementations; Over 300 training videos are available for self training. **selfstoragemanager.com**



SpareFoot sends new customers to self storage facilities. We help customers find and book units at the 7,500+ facilities working with us. Facilities get exposure to millions of customers they wouldn't otherwise reach, the ability to compete online, and increased profitability. It costs nothing unless a customer we send you actually moves in. SpareFoot works with exclusive big brand partners, like

Penske Truck Rental and SelfStorage.com, to promote our facility clients across the web and beyond. Our simple, flexible platform and technologies streamline your marketing and operations. We keep the industry independent by empowering small-midsize operators with tools to compete with the big guys. It's a win-win for self storage. **sparefoot.com**



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will accomplish this by integrating affiliate relationships, leveraging economies of scale, providing marketing services, and making technology accessible without major up-front costs, while encouraging our members to remain independent. StoreLocal Co-op. For the Industry, By the Industry. **storelocal.com**

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### AND, AS ALWAYS, FOR THE SUPPORT OF OUR **PARTNERS...**



Charity Storage



### AND OUR **PATRONS...**

