



## NEWS RELEASE

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### **Self Storage Association (SSA) Spring Convention & Trade Show – April 18-20, 2010 - The Broadmoor Resort, Colorado Springs, CO**

#### **Association Will Celebrate Its 35<sup>th</sup> Anniversary Serving the Industry**

January 25, 2010 – Alexandria, Virginia – This April the national Self Storage Association (SSA) will celebrate its 35<sup>th</sup> Anniversary in the same state where it started: Colorado. Some 1,000 self storage executives, owners, investors and industry vendors will meet in picturesque Colorado Springs to engage in high level discussions on the national economy and its implications for the industry. Also attendees will hear from prominent industry leaders, including keynote speaker Ronald L. Havner, Jr., President & CEO of the industry's largest company, Public Storage, Inc., of Glendale, CA (NYSE: PSA).

SSA's 2010 Spring Convention & Trade Show will take place April 18<sup>th</sup>-20<sup>th</sup> at The Broadmoor Resort. The Association was established in 1975 at Denver and was first managed by Colorado native Arthur "Buzz" Victor.

The executive-level educational program is serious business for professionals in this \$20-plus billion per year industry. In addition to keynoter Ron Havner, the program includes featured speakers: Robyn Waters, on tracking and translating trends into sales and profit, and Norm Brodsky, who has founded and grown six businesses, including self storage facilities.

The program will commence Sunday, April 18 with SSA's third Economic Summit dealing with "Capital Markets and Loan Workouts, Modifications and Extensions" featuring panels of lenders, mortgage brokers, investment brokers, bankers and self storage CEOs.

“This important industry assembly is set to take place at a critical point in time in the nation’s economic recovery,” stated SSA President & CEO, Michael T. Scanlon, Jr. “As we learn from the experts how the national economy is evolving in early 2010, self storage owners can better ascertain the expected banking, customer and economic impacts on their individual businesses. Thus, this is a crucial meeting – one not to be missed,” Scanlon added.

In addition, the program will feature special sessions specifically designed for “Team One” firms (small and single facility owner-operators), the Mid-Sized Operators Group (companies with 2-9 facilities) and the Large Operators Council (companies of 10 or more facilities).

There will be an “Idea Exchange” on the opening day with an “open mic” where operators can network, ask questions and get experienced advice from their peers. Also, a Legal Forum will take place with latest information from court decisions, legislative bills, new laws, and legal opinions relating to self storage operational use of the Internet, kiosks as well as state lien law updates and the latest update on regulations with regard to storage of customer-abandoned records privacy.

Industry professionals are encouraged to visit [www.selfstorage.org](http://www.selfstorage.org) for much more information, a full brochure, and to register. Registration discounts are available through March 29th, 2010. Attendees should call The Broadmoor Resort directly at 800-634-7711 to reserve their specially priced room (via the SSA room block). Resort discounts are available through March 17th, 2010

### **About the Self Storage Association**

Founded in 1975, the Self Storage Association (SSA) is the official national not-for-profit trade association for the industry and its registered lobbying organization before the U.S. Congress and federal agencies. The SSA serves the \$22.0 billion (annual revenues) self storage industry including thousands companies, owner-operators, investors, facility managers and vendors. The SSA represents some 3,000 direct member companies and another 3,000 indirect member firms via twenty-six (26) affiliated state and regional associations. Together, SSA members own and operate a total of some 22,000 facilities in the US. Members are from the U.S., Canada and 29 other nations around the globe. SSA direct members range from individual facility owner-operators to multiple-facility operations, to the industry’s largest publicly traded Real Estate Investment Trusts (REITs).

For more information please go to: [www.selfstorage.org](http://www.selfstorage.org).

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