



**SSA**  
*26th Annual*

**WINTER EXECUTIVE**  
**SKI**  
**WORKSHOP**

**January 30–February 2, 2012**

**The Ritz-Carlton, Lake Tahoe**

- **FIRST-CLASS EDUCATIONAL PROGRAMS**  
*(Data, Legal Topics, Finance and more)*
- **PEER-TO-PEER NETWORKING**
- **AWARD-WINNING, SKI-IN/SKI-OUT ACCOMMODATIONS**
- **DISCOUNTED LIFT TICKETS**
- **THE SSA DUAL SLALOM RACE**
- **PRE-REGISTRATION DISCOUNTS UNTIL 12/30/11**

## WHO SHOULD ATTEND?

SSA's Executive Ski Workshop is geared toward self storage owners who are eager to strengthen their knowledge of the industry, hear what's on the horizon, gain insights on facility operations, and find out about some of the most critical challenges the industry is facing today. For 25 years, this event has attracted top industry professionals. If you're new to self storage, networking opportunities abound with not only our speakers, but with other workshop participants as well. And, of course, if you ski or board...that's a great bonus!



## LAKE TAHOE

High in the Sierra Nevada Mountains, straddling the borders of California and Nevada, Lake Tahoe is one of the most cherished vacation spots in the United States. Over three million people visit Lake Tahoe annually to enjoy its pristine environment and abundant outdoor adventures. Snow and skiing have become favorites, with the area boasting a dozen world-class ski resorts, while the Lake with its many beaches, watersports and crystal clear blue waters entices the Spring, Summer and Fall destination guests. There are lake-front restaurants all over the lake, most equipped with docks and buoys. There are all sorts of boating events, such as sailboat racing, firework shows over the lake, as well as guided cruises.

## THE RITZ-CARLTON

The Ritz-Carlton, Lake Tahoe hotel is situated mid-mountain at the Northstar-at-Tahoe Resort, a 10-minute drive from Lake Tahoe and the historic town of Truckee. Squaw Valley USA, the site of the 1960 Winter Olympics, is a 20-minute drive from the hotel. The hotel also features ski-in, ski-out access with mountain services. Highlights of this luxury ski resort in Lake Tahoe:

- Luxurious accommodations with in-room fireplaces, floor-to-ceiling windows and private walk-out balconies with extraordinary views of the mountain and Martis Valley.
- Mountain Concierge services providing assistance with ski equipment and storage and escorting guests to the slopes for ski-in, ski-out access to the Northstar lifts in the winter and coordinating an active day on the mountain in the summer.
- Extraordinary dining in Manzanita, by James Beard Award-winning chef Traci Des Jardins, featuring Chef Des Jardins' signature seasonal French-inspired California cuisine with mountain resort influences.
- A seasonal, inter-mountain gondola connecting guests between the nearby Village at Northstar, with over 35 restaurants, bars, galleries and shops.



The Ritz-Carlton Spa, featuring 16 treatment rooms, a Fitness Center with state-of-the-art cardiovascular and weight-training equipment, a fully integrated wellness program and a heated co-ed Spa lap pool overlooking the mountains.

Every room features a LCD flat panel televisions, hi-speed internet, coffee service, 400 thread count linens with goose-down comforters, ample lighting, iPod docking station, Complimentary overnight shoeshine, in-room safes, 24 hour room service and much more. Check out the hotel's website for additional information: [www.ritzcarlton.com/LakeTahoe](http://www.ritzcarlton.com/LakeTahoe)

Call the Ritz-Carlton, Lake Tahoe direct (1-530-562-3000 or 1-800-241-3333) to reserve your room now. **DON'T DELAY!** Our block of rooms typically fills prior to the cut-off date (January 4, 2012), and we can't guarantee the SSA discounted rates (beginning at \$279 single/double, plus tax and \$10 daily resort fee) once that happens. The daily resort fee includes guest room wired or wireless high-speed internet access, local telephone calls, toll-free telephone access, daily newspaper, seasonal Highlands Gondola services to the Village at Northstar within the Northstar Resort, full access to the fitness center, spa and adult pool, daily group exercise and in-room coffee. During winter, Mountain Concierge provides ski-in, ski-out valet services for hotel guests. The hotel has over 150 guestrooms and suites so rooms may not be available if you wait to make your reservations. *Be sure to identify your affiliation with the SSA Ski Workshop in order to qualify for our discounted room rate.*

Shuttle service from Reno Airport to The Ritz-Carlton, Lake Tahoe can be arranged on the Green Line. Please visit <http://www.northlaketahoeexpress.com/airport-transportation> for further information.

# WHAT IF I DON'T SKI?

If you don't ski or ride (and there are quite a few attendees who don't), no worries! The hotel concierge can give you a long list of activities to keep you busy, if that's your desire. Great shopping and restaurants abound in the village at Northstar (a quick 8 minute gondola ride) or the historic village of Truckee (just ten minutes away). In addition, there are many other activities you can enjoy: Dog sledding, Tubing, Snowshoeing, Snowmobiling, and plenty of Après Ski. Will you be able to fit it all in? We challenge you to try!

## PROGRAM OUTLINE (Subject to Modification)

### Monday, January 30

#### 5 pm Welcome Reception

Plenty of networking, food, and beverages. Pick up your registration packet and discounted lift tickets.

### Tuesday, January 31

#### 6:45a – 7:30a Yoga and Stress Reduction

Relax, release stress, and energize yourself in this popular Ski Workshop activity. Registered guests are also welcome.

#### 7:45a – 8:15a Hot Breakfast Buffet

If you arrived too late for the reception, you may pick up your workshop materials this morning at breakfast.

#### 8:15a – 8:25a Attendee Introductions and SSA News

#### 8:30a – 10:25a "State of the Industry and Real Time Operations in the Digital Age"

##### Mike and Cris Burnam,

*TKG StorageMart Partners, L.P.*

This annual update has become a very popular workshop session; hear about new technologies and how they affect the public versus the private operators. Then get a realistic explanation that only a private company can do in how we use Real Time operating data and digital media, what results can be expected and how it has affected overall rental inquiries. We'll also look to the future and how it bodes for our industry. Time for Q&A is built into the session.

#### 10:30a Leisure Activities

Ski or snowboard with your SSA friends. Check with the hotel concierge for suggestions on other activities, or spend some time networking with non-skiers, or relaxing in the spa!

#### 4:30p – 5:15p "Industry Update & SSA Report"

##### Mike Scanlon, SSA, Terry Bagley, *Centershift*

An overview of key industry issues to be addressed in 2012 including state and federal legislative initiatives, ADA regulations, the industry's new SSA-REITs-REIS data program and other current projects.

#### 5:20p "Roundtable Discussions"

Always a popular segment of our Ski Workshop, industry experts will lead the discussions. We'll have several "turns" to allow you to table-hop to different topics.

#### 6:15p – 7:15p Cocktail Reception

Celebrate this great event! Spend some time with other attendees before heading out to dinner. Check with the concierge for restaurant suggestions.

### Wednesday, February 1

#### 6:45a – 7:30a Yoga and Stress Reduction

Another great session to start your day on a positive note!

#### 8a Hot Breakfast Buffet

#### 8:30a – 9:20a Part 1: "Capital Markets Update"

##### Neal Gussis, *The Corvus Group*

- Overview of Health of Banking Sector, CMBS and Life Companies
- Where is the banking sector heading and the impact on self storage
- How to approach finding debt and equity for refinancing and acquisitions.
- How the Health of the Lender will play a role in refinancing existing self storage loans
- Overview of Loan Workout Options –When are banks/special servicers working with the borrower?

#### 9:25a – 10:10a Part 2 (panel discussion): "Managing Occupancy and Revenues Based on your Local Economy"

##### Ian Burnstein, *Storage Pros Management / SBOA*; Don Clauson, *Strategic Property Management*; Norm Shore, *Kayne Anderson*;

Neal Gussis (moderator), *The Corvus Group*

- How has acquisition due diligence change since downturn and subsequent uptick?
- How does today's self storage customer differ from the past?
- Discussion of Management, based on local customers.
- Why is an institutional property different than a non-institutional property?
- Discuss buying and selling decisions based on available capital and terms

#### 10:15a Skiing and Leisure Activities.

By popular demand: The rest of the day is open for attendees to hit the slopes, practice for the big race, shop, go snowmobiling, or just relax in the Spa. No doubt you'll find several other workshop participants enjoying the popular "Bathrobes and Beverages" après ski session (begun in 2003 at the SSA Ski Workshop) before heading out to dinner.

#### 1:30p The SSA Dual Slalom Race.

All registered guests and workshop attendees are welcome! Boarders and skiers alike will vie for medals in this annual event (subject to conditions on the race course).

### Thursday, February 2

#### 6:45a – 7:30a Yoga and Stress Reduction

Another great session to start your day on a positive note!

#### 8a Hot Breakfast Buffet

#### 8:30a – 10:10a "Keeping Up With Changing Laws: Are You in Compliance?"

##### Carlos Kaslow, Esq., and Scott Zucker, Esq., *Self Storage Legal Network*

The laws governing business and the self storage industry are changing rapidly. Are you keeping up? This program will provide an update on legal and technological changes that impact self storage business operations. These changes affect your rental agreements, customer privacy, tenant access, lien procedures and employment practices. Attend this session and learn what you need to do to stay current with these ever changing laws.

#### 10:15a Skiing and Leisure Activities

#### 5:15p - 6:25p Closing Session: "NO BARRIERS"

##### Mark Wellman, *Nationally Acclaimed Author, Filmmaker and Motivational Speaker*

Despite being paralyzed in a mountain climbing accident in 1982, Mark has become a source of inspiration to teens and adults. A two-time Paralympian and former Yosemite Park Ranger, Mark's NO LIMITS philosophy encourages people to adventure into new things; to go beyond the seeming unreachable.

In 1989, he made the first historic climb of the 3,200-foot face of El Capitan in Yosemite National Park, using only his arms and his will to succeed. In 1996, through bold determination, he carried the paralympic torch up a 120-foot rope, to light the cauldron for the opening ceremonies in Atlanta.

Mark's message of overcoming adversity and developing self confidence teaches and inspires.

#### 6:30p - 9:00p Closing Reception, Dinner, and Awards Presentation

Lots of fun and many surprises here! This special event is included in your registration fee. Medals will be awarded for the ski race, but there are also awards for non-skiers!

# SKI 2012 REGISTRATION INFORMATION

To register, complete this page and mail or fax to SSA with payment. **Please PRINT LEGIBLY or type!**

Company: \_\_\_\_\_

SSA Member?  Yes  No SSA ID# (if known) \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

## FIRST REGISTRANT from Company:

Name: \_\_\_\_\_

Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ \$ \_\_\_\_\_

## SECOND REGISTRANT from Company:

Name: \_\_\_\_\_

Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ \$ \_\_\_\_\_

## THIRD REGISTRANT from Company:

Name: \_\_\_\_\_

Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ \$ \_\_\_\_\_

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

## 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:

Visa  MasterCard  AmEx

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Cardholder (print): \_\_\_\_\_

Signature: \_\_\_\_\_

## RETURN REGISTRATION FORM TO:

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

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

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 13, 2012, will be subject to a \$50 per person cancellation fee, with the remainder refunded. No refunds will be granted for cancellations received after January 13.

Questions? Call Jennifer in the SSA Meetings Department at 513-843-6943, or [jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org).

## FEES

### ENTIRE WORKSHOP

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

	By 12/30	After 12/30
SSA Members .....	\$530	\$630
Non-Members .....	\$690	\$790
Additional Representative/Member .....	\$430	\$530
Additional Representative/Non-Member .....	\$590	\$690

### GUESTS / SPOUSES

Includes receptions, yoga, the Ski Challenge and the Closing Banquet.

	By 12/30	After 12/30
Adult .....	\$160	\$160
Children (under 18) .....	\$65	\$65

## OPENING NIGHT RECEPTION

Our opening reception on Monday (January 30) will be an excellent opportunity to meet and greet your industry friends. We'll have plenty of food and libation for all registrants! Pick up your registration materials and "talk business," or plan your extra-curricular activities with new and veteran workshop attendees. Whether you've spent the day in transit or on the slopes, you'll find this to be a fun and relaxing atmosphere.

## THE SSA DUAL SLALOM RACE

A favorite activity for skiers and boarders of all ages: Our annual SSA Dual Slalom Race. You'll have plenty of practice time; the races won't take place until Wednesday afternoon. Skiers of all levels may participate; this isn't just for the "Olympians" in the group. The race is included in your registration fees. You will need to sign up prior to Wednesday morning in order to race.

## YOGA FOR EVERYONE

These early morning sessions continue to be popular with our workshop participants. Our instructor conducts the classes so that "yogis" of all levels will benefit. You'll come away energized, limber, and stress free...and with a new sense of appreciation for all of the muscles you re-discovered on the slopes.

## DISCOUNTED LIFT TICKETS

We have arranged for discounted lift tickets for skiers and riders. All workshop registrants will receive an order form to pre-order tickets. We'll distribute most of the tickets at the Opening Reception, but if you're arriving early, we'll make arrangements for you to pick them up when you check into the Ritz-Carlton.

## INFORMAL ATMOSPHERE

Previous attendees tell us they love the informal nature of the Ski Workshop. Networking is easier, packing is certainly less of a hassle, and it's nice to get away from business attire. As you plan your trip, pack jeans, khakis, turtlenecks, sweaters, hiking shoes and boots. Leave the suits, ties, and cocktail attire at home...even the Closing Night Banquet is casual.

## CLOSING NIGHT BANQUET

Thursday evening will be a great close to our Ski Workshop. A gourmet meal, great fellowship, lots of laughs, and many surprises await. Medals will be awarded to the winners of the SSA Dual Slalom Race, along with awards for non-skiers as well. The closing banquet is included in your registration fee. If you are with friends who would like to join us, but are not registered for the Workshop, you may purchase additional tickets for them under the "Guest Registration" category.

*Thanks to Our*  
**2012 Ski Sponsors**



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## SSA WINTER EXECUTIVE SKI WORKSHOP JANUARY 30-FEBRUARY 2, 2012

# SEE YOU IN **Lake Tahoe!**

**For first-class industry education, SSA provides the best opportunities. And when it is time for great skiing or boarding, Lake Tahoe is the place to be.**

You'll hear about advanced operations, industry updates, legal tips, financial insights, and personal development. Join your fellow self storage professionals for several days of industry education, great networking, and a terrific opportunity to ski, enjoy the scenery, and relax. SSA invites you to participate in this annual workshop. Our program provides a terrific blend of topics. There is something for everyone and plenty of opportunity to talk with and learn from your industry peers.

### **Getting there isn't hard!**

Getting to the Ritz-Carlton has never been easier. Located 15 minutes from Lake Tahoe, 45 minutes from the Reno, Nevada airport, two hours from Sacramento and four hours from San Francisco.

The Ritz-Carlton has a business relationship with the Reno-Tahoe Limousine and Transportation service. Call them directly at 775.348.7396 to book your trip to the resort.

Shuttle service from Reno Airport to The Ritz-Carlton, Lake Tahoe can be arranged on the Green Line. Please visit <http://www.northlaketahoeexpress.com/airport-transportation> for further information.