

ONSITE PROGRAM

ORLANDO, FLORIDA

MARCH
12-14



2025

Spring Conference & Trade Show

ROSEN SHINGLE CREEK



SELF
STORAGE
ASSOCIATION

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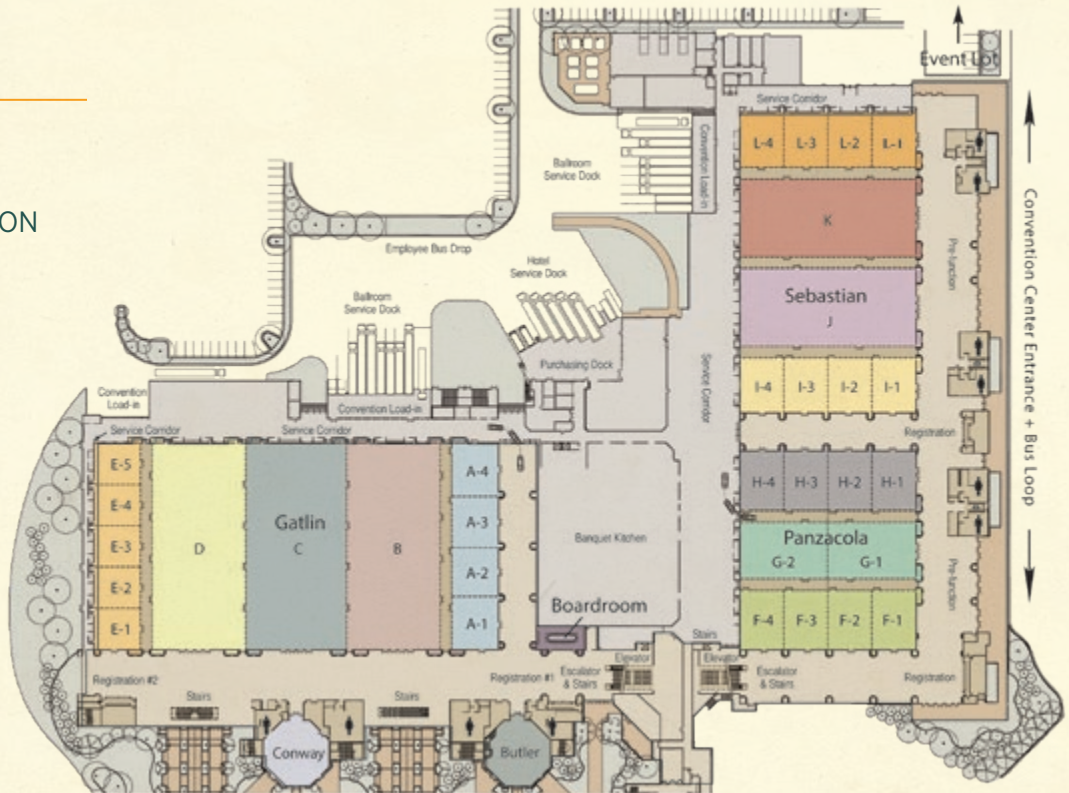


50 YEARS

Please take a few minutes to acquaint yourself with the layout of this hotel. It will make your conference experience more pleasant if you locate the various function rooms before you need to find them.

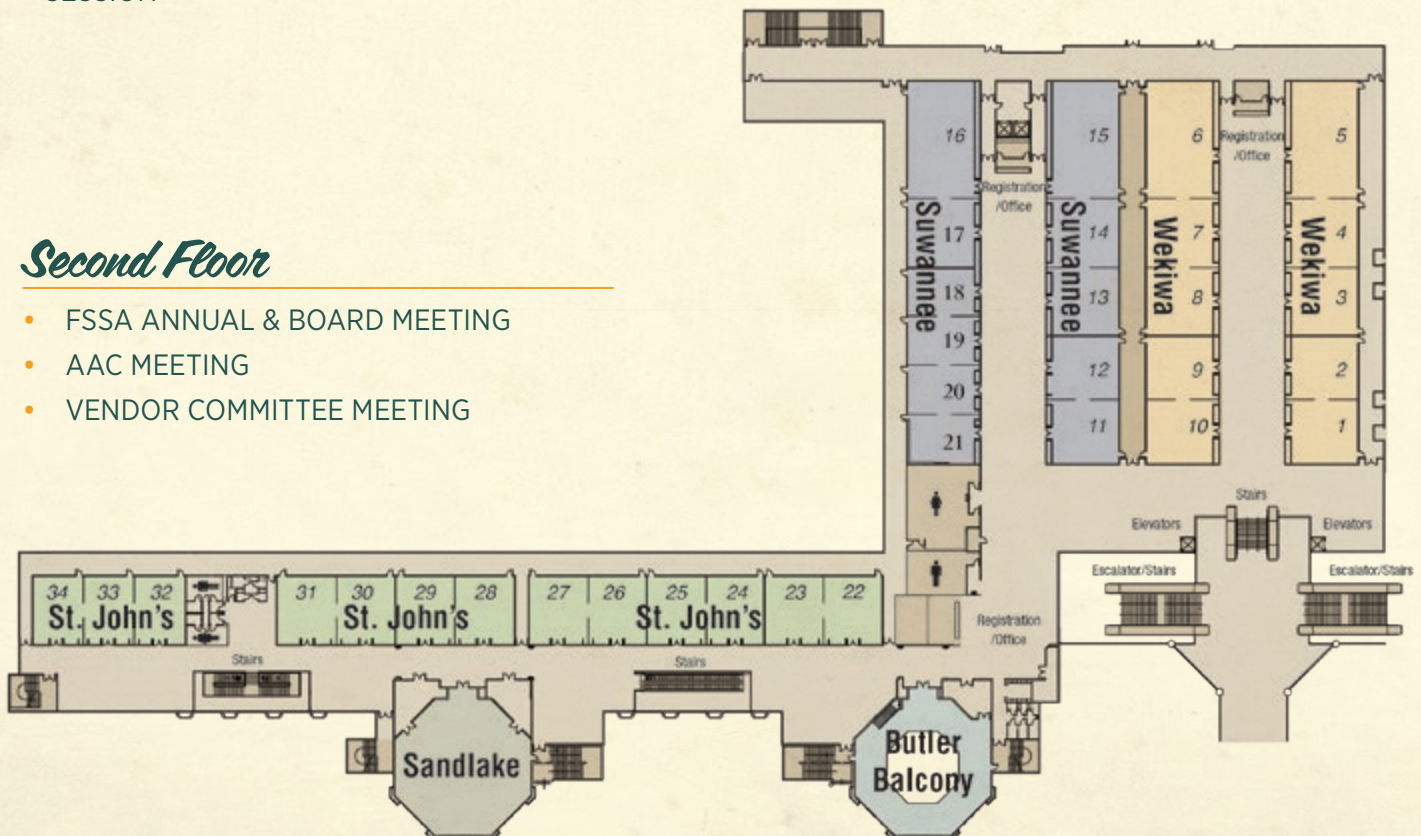
First Floor

- MANAGERS SUMMIT
- ECONOMIC SUMMIT
- YLG EDUCATIONAL SESSION
- CONCURRENT SESSIONS
- ROUNDTABLES
- SSA CAFÉ
- MEMBERSHIP
- REGISTRATION
- GENERAL SESSIONS
- KEYNOTE
- RECEPTIONS
- BREAKS
- EXHIBIT HALL
- LOC MEETING
- WOMEN'S COUNCIL SESSION
- DIVERSITY & INCLUSION SESSION



Second Floor

- FSSA ANNUAL & BOARD MEETING
- AAC MEETING
- VENDOR COMMITTEE MEETING



SELF STORAGE ECONOMIC SUMMIT (SEPARATE FEE REQUIRED)

Wednesday, March 12 • 1:00p – 4:00p • Gatlin E3-4

KEYNOTE SPEAKER

Dennis Snow

**DELIVERING A WORLD-CLASS CUSTOMER EXPERIENCE:
LESSONS FROM THE MOUSE**



FEATURED SPEAKER

Steig Seaward • SENIOR DIRECTOR, NATIONAL RESEARCH, COLLIERS

PANEL SESSIONS

FINANCE, INVESTMENT AND ACQUISITION PANEL

PANELISTS: **TOM GUSTAFSON** • Colliers MODERATOR | **TOM SHERLOCK** • Talonvest | **DOUG GURR** • Heitman
LIZ SCHLESINGER • Merit Hill Capital

DEVELOPMENT, THIRD-PARTY MANAGEMENT AND OPERATIONS PANEL

PANELISTS: **JEFF SHOUSE** • Colliers MODERATOR | **ALYSSA QUILL** • Storage Asset Management
DYLAN TAYLOR • Extra Space Storage | **ALEX BURNAM** • StorageMart/Manhattan Mini Storage

BROUGHT TO YOU BY **Colliers**

SELF STORAGE MANAGERS SUMMIT (SEPARATE FEE REQUIRED)

Wednesday, March 12 • 1:30p – 3:30p • Gatlin E1-2

DIGGING DEEPER INTO THE DAY-TO-DAY OPERATIONS OF A SITE MANAGER

PRESENTERS



DAVE COOPER

STORAGE KING USA



JIM MOONEY, JR.

FREEDOM STORAGE
MANAGEMENT

In this session, we will dive deep into the core things that a self storage manager can do to successfully rent space and collect money. We always focus on leads and their importance. We want to ensure that the systems in place are configured to allow the manager to rent to every customer. We will cover how to remove obstacles from their path by streamlining procedures. Storage is an event-driven business. We need to be present and prepared when the moment occurs.

GENEROUSLY SPONSORED BY:
DaVinci Lock • US LED, Ltd

CONFERENCE SCHEDULE

SUBJECT TO
MODIFICATION

Wednesday, March 12

7:00a – 2:00p	EXHIBITOR MOVE-IN	
7:00a – 6:00p	REGISTRATION FOR CONFERENCE & TRADE SHOW	
7:00a – 6:00p	SSA MEMBERSHIP • STATE ASSOCIATIONS • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION	
7:00a – 5:00p	SSA CAFÉ GENEROUSLY SPONSORED BY: Flatbox • HRIC • Inland Devon Self Storage • Onity • Storage Commander	Gatlin A
9:00a – 11:00a	AFFILIATED ASSOCIATIONS COUNCIL (AAC) MEETING <i>By invitation only</i>	St. John 32
11:00a – 12:00p	SSA 101: MAXIMIZE YOUR EXPERIENCE SSA staff give first-time attendees and new members an overview of the Self Storage Association, network, and how best to navigate and maximize their first conference. GENEROUSLY SPONSORED BY: Compass Building Systems • JustStorage	Gatlin A4
1:00p – 4:00p	SELF STORAGE ECONOMIC SUMMIT (SEPARATE FEE REQUIRED) KEYNOTE SPEAKER DELIVERING A WORLD-CLASS CUSTOMER EXPERIENCE: LESSONS FROM THE MOUSE DENNIS SNOW FEATURED SPEAKER STEIG SEAWARD • Senior Director, National Research, Colliers PANEL SESSIONS FINANCE, INVESTMENT AND ACQUISITION PANEL PANELISTS: TOM GUSTAFSON • Colliers MODERATOR TOM SHERLOCK • Talonvest DOUG GURR • Heitman LIZ SCHLESINGER • Merit Hill Capital DEVELOPMENT, THIRD-PARTY MANAGEMENT AND OPERATIONS PANEL PANELISTS: JEFF SHOUSE • Colliers MODERATOR ALYSSA QUILL • Storage Asset Management DYLAN TAYLOR • Extra Space Storage ALEX BURNAM • StorageMart/Manhattan Mini Storage BROUGHT TO YOU BY Colliers	Gatlin E3-4
1:30p – 3:30p	SELF STORAGE MANAGERS SUMMIT (SEPARATE FEE REQUIRED) DIGGING DEEPER INTO THE DAY-TO-DAY OPERATIONS OF A SITE MANAGER PRESENTERS: JIM MOONEY • Freedom Storage Management DAVE COOPER • Storage King USA In this session, we will dive deep into the core things that a self storage manager can do to successfully rent space and collect money. We always focus on leads and their importance. We want to ensure that the systems in place are configured to allow the manager to rent to every customer. We will cover how to remove obstacles from their path by streamlining procedures. Storage is an event-driven business. We need to be present and prepared when the moment occurs. GENEROUSLY SPONSORED BY: DaVinci Lock • US LED, Ltd.	Gatlin E1-2
1:30p – 3:00p	YOUNG LEADERS GROUP (YLG) MEETING <i>Requires membership in the YLG. (Membership is free for 2025.)</i> GENEROUSLY SPONSORED BY: Kiwi II • Supply Side USA	Gatlin E5
3:00p – 6:00p	TRADE SHOW OPEN	Gatlin C/D
4:30p – 6:00p	OPENING NIGHT SPONSORS RECEPTION <i>Will take place in the Exhibit Hall</i>	Gatlin C/D

Thursday, March 13

7:00a – 3:30p	REGISTRATION FOR CONFERENCE & TRADE SHOW	
7:00a – 5:00p	SSA MEMBERSHIP • STATE ASSOCIATIONS • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION	
7:00a – 5:00p	SSA CAFÉ GENEROUSLY SPONSORED BY: Flatbox • HRIC • Inland Devon Self Storage • Onity • Storage Commander	Gatlin A
7:45a – 8:30a	CONCURRENT EDUCATIONAL SESSIONS	
	UNLOCKING THE POWER OF DATA: TRANSFORMING SELF STORAGE EXPERIENCES AND PROFITS PRESENTER: CHUCK GORDON • Storable DAVID ALLAN • Apple Self Storage EMMA CLARK • All Aboard Storage SCOTT MCLAUGHLIN • Sentry Self Storage In this session, Chuck Gordon will lead a compelling discussion with self storage industry leaders on how data is revolutionizing the customer experience. Panelists will share how they are using data to not only improve operational efficiency but also enhance customer interactions at every touchpoint. From personalized marketing strategies to AI-driven customer service tools, this panel will explore the power of data in shaping the future of self storage and driving customer loyalty. Participants will leave with actionable insights on how to leverage data to create seamless, customer-centric experiences that foster long-term relationships and sustainable growth.	Gatlin E1
	OPTIMIZING DESIGN AND CONSTRUCTION STRATEGIES TO MAXIMIZE OPPORTUNITIES IN THE UPCOMING DEVELOPMENT CYCLE PRESENTERS: ERIC FLEPS, TYLER JONES & MICHAEL ERCEG • ARCO/Murray Design Build In this session, we'll explore how to leverage innovative design and construction strategies to deliver value-driven solutions and prepare for emerging development opportunities. This presentation will delve into the key components of successful construction projects, offering actionable insights and expert guidance to navigate the challenges of the evolving market.	Gatlin E2
	SURVIVING THE STORM: PREPARING FOR AND RESPONDING TO LARGE LOSSES PRESENTER: MAUREEN LEE • Xercor This session will provide self storage operators and managers with actionable strategies to prepare for natural disasters and large-loss events. The session will cover essential aspects of facility risk mitigation, the integration of technology for monitoring, and creating a comprehensive disaster recovery plan. Attendees will learn how to identify vulnerabilities, implement preventative measures, and understand how to leverage insurance coverage for tenant protection. Additionally, we'll explore best practices for preparing tenants with disaster-specific insurance options and the importance of clear communication before, during, and after a disaster. By the end of the discussion, participants will be better equipped to reduce risks and respond efficiently should disaster strike, ensuring minimal downtime and tenant disruption.	Gatlin E3
	PERFORMANCE MANAGEMENT FOR EVERY LEVEL OF COMPETENCY PRESENTER: TROY COLEMAN • Westport Properties Are you ready to unlock the full potential of your team? Join us for an inspiring journey into the world of employee competency management! This dynamic session is designed to equip you with the skills to identify and effectively manage the four key competency levels of employees, ensuring your team delivers outstanding results every time. What you'll learn: ✦ Understanding Competency Levels: Dive into the four distinct competency levels and learn how to accurately identify where each team member stands. ✦ Tailored Management Strategies: Discover proven techniques to manage each competency level. From providing the right support to novices to empowering your experts, you'll learn how to bring out the best in everyone. ✦ Boosting Team Performance: Explore strategies to foster a culture of continuous improvement and high performance. Understand how to leverage the strengths of each competency level to achieve collective success. ✦ Practical Tools and Techniques: Gain access to a toolkit of practical resources and techniques that you can apply immediately to enhance your team's productivity and morale. Are you ready for an immediate impact? Walk away with actionable strategies that you can implement right away to see tangible improvements in your team's performance.	Gatlin E4
7:45a – 8:30a	DIVERSITY & INCLUSION COUNCIL NETWORKING SESSION	Gatlin E5
8:30a – 8:45a	BREAK	
8:45a – 9:45a	OPENING SESSION UNEXPECTED LEGAL PITFALLS IN SELF STORAGE: WHAT YOU NEED TO KNOW PANELISTS: JOE DOHERTY • Self Storage Association ANNA HIGGINS • Team 180 Consulting MATT SONNE • Sheppard Mullin LEE STEINHAEUER • Apartment Association of Greater Orlando	Gatlin B

Thursday, March 13 *continued*

9:45a – 10:00a	BREAK	
10:00a – 11:15a	GENERAL SESSION & FEATURED SPEAKER FEATURED SPEAKER: H. MICHAEL SCHWARTZ • SmartStop Founded in 2004, the Ladera Ranch, California-based SmartStop operates over 200 properties in 22 states and Canada. With more than 16.4 million rentable square feet, Schwartz and his team have grown to more than 525 self storage professionals, making it one of the largest storage operators in North America.	Gatlin B
11:30a – 2:30p	TRADE SHOW OPEN	Gatlin C/D
1:30p – 4:00p	LARGE OPERATORS COUNCIL (LOC) MEETING <i>Requires membership in the LOC</i> GENEROUSLY SPONSORED BY: Veritec Solutions Incorporated • Xercor Insurance Services	Butler
4:00p – 5:00p	LARGE OPERATORS COUNCIL (LOC) RECEPTION <i>Requires membership in the LOC</i> GENEROUSLY SPONSORED BY: Storable	Butler
2:45p – 4:00p	ROUNDTABLE DISCUSSIONS	Gatlin A1-4
4:00p – 4:45p	CONCURRENT EDUCATIONAL SESSIONS SMART FACILITY TECHNOLOGY FOR DUMMIES PRESENTERS: MARK CIERI • StorageDefender GEOFF HAYTH • DaVinci Lock RYAN STEWART Simplify the world of smart technology and uncover tools that make self storage operations easier, more profitable, and tenant-friendly! This session will break down technology at every level, helping you understand how solutions can streamline operations, enhance visibility, and create seamless tenant experiences. Led by experts with deep expertise in automation, AI, and smart technology, panelists will explore the basics of: - Smart Rentals: Discover contactless rental solutions and options like mobile, kiosk, and web-based systems to streamline customer onboarding. - Smart Property & Unit Access: Compare various access methods, from keypads and app-controlled entry to advanced locking solutions, for secure, user-friendly experiences. - Smart Monitoring: Leverage in-unit sensors for security, motion, and environmental monitoring to improve tenant satisfaction and operational efficiency. - Smart Camera Systems: Understand the benefits of cloud-based, AI-supported property surveillance with remote access and night monitoring capabilities. This session provides storage owners and operators with practical insights for adopting cost-effective automation solutions.	Gatlin E1
	THE LOST ART OF RULES AND REGULATIONS PRESENTER: JEFFREY GREENBERGER • Greenberger & Brewer, LLP The rules and regulations that may accompany your rental agreement are often after thoughts. Many operators and managers do not even know how to use rules and regulations, or why they have them at all. Used properly, rules and regulations can be an operator/manager's best friend to address occupant-caused problems at the facility and to address new concerns as they arise. Our speaker will address what should be contained in the rules and regulations, how to use them, when and how to review and update them, and explain why the rules and regulations pages, although posted or provided with the rental agreement, should not be signed.	Gatlin E2
	LET'S MAKE HAY WHILE THE SUN SHINES PRESENTER: CAROL MIXON • Skilcheck Services Inc. March is the self storage industry's "gearing up" season! Now is the time to enhance your sales pitch and discuss rental incentives that won't adversely affect your store's income. Learn effective sales techniques and how to interpret your management summary report to improve and strengthen operations before the busy season hits. Every lead counts when trying to rent up or meet an occupancy goal. Your sales presentation and manager incentives make the difference!	Gatlin E3
	THE CHANGING TRANSACTION MARKET PRESENTER: MIKE MELE • Cushman & Wakefield In this session, we'll discuss how the transaction market has changed since the boom times of 2021. We'll cover: What are current values? • Are there distressed deals out there? • What is the current state of financing? • Do C/O deals sell in the current market? • Who are the buyers and sellers in today's market?	Gatlin E4

Thursday, March 13 *continued*

4:00p – 4:45p

FLORIDA SSA SESSION

Gatlin E5

Join fellow FSSA members for this networking session. Get the latest updates from the FSSA, along with some giveaways, drawings for gift cards and cocktails! Must be a current FSSA member.

5:00p – 5:45p

CONCURRENT EDUCATIONAL SESSIONS

LEAD CONVERSION BEST PRACTICES

Gatlin E1

PRESENTERS: **MATT ENGFER** • Cubby Enterprises Inc. MODERATOR

CORY BONDA • Prestige Storage | **MARK POOLE** • Liberty Investment Properties

In this session, we'll focus on the best ways to improve lead conversion online and over the phone. Specifically, we'll dive into e-commerce best practices including: Designing rates & promotions that drive intent • Curating fees that maximize revenue without hurting conversion. • Ensuring your checkout sells for you, presenting the right content at the right time. • Streamlining forms and data collection to maximize conversion. • Payment methods that maximize conversion.

We'll also cover the site manager & call center lead conversion best practices including: Routing leads to the team members with the highest chance of converting leads to renters. • Understanding the time you have to close leads. • What to coach your teams on in closing leads effectively. • How to convert in the units that will have the greatest impact on your portfolio performance.

We hope to leave you with immediately actionable nuggets learned from some of the industry's most thoughtful operators. Come ready to participate and learn!

IS THIRD-PARTY MANAGEMENT RIGHT FOR YOU?

Gatlin E2

PRESENTERS: **ALEX ERBS** • The Storage Mall Management Group | **RONA SIEGEL** • StorQuest/William Warren

HERBY BOWMAN • StorageMart/Manhattan Mini Storage | **BRETT COPPER** • Copper Storage Management

STEVEN RAPOSA • Public Storage | **DAVE DEEMS** • Storage Asset Management

Have you been considering third-party management for your self storage facilities? How do you know if it's right for you and your business? What questions should you be asking? What are the pros and cons? Join this panel of third party management experts to help answer your questions.

LIEN COMPLIANCE MADE SIMPLE: REDUCING RISK AND SAVING TIME WITH TECHNOLOGY

Gatlin E3

PRESENTERS: **LUKE SHARDLOW** • AI Lean | **ANNE MARI DECOSTER** • DeCoster Consulting

The world has changed. The main driver for storage demand, moving, is weak and it is likely to remain that way through 2025. So, the best and most productive use of your managers' time is to turn them into sales agents. Focus their time on local marketing and providing a superior customer experience. Other tasks can be automated by software or outsourced. Key takeaways from the session:

- ✦ Even though demand is down, you can still reach your pro-forma by redeploying your manager's time.
- ✦ Use human resources to excel in customer experience and local marketing.
- ✦ Anne and Luke will discuss how to use technology to do everything else, referencing specific examples in the lien compliance space.

THE FUTURE OF SELF STORAGE: SECURING YOUR FACILITY IN A DIGITAL WORLD

Gatlin E4

PRESENTER: **JOHN BILTON** • Janus International

As self storage facilities embrace digital advancements, securing your property with cutting-edge technology is essential. This presentation explores the latest security systems, automation tools, and communication platforms that ensure your facility operates securely and efficiently. Additionally, we discuss the technology stack needed for seamless remote operations, all designed to enhance the tenant experience. Join us to discover how to streamline operations while improving security and customer satisfaction. Attendees can expect to be guided through the questions best used when assessing technology partners of all aspects of site management, regardless of the size of a single facility or expansive reach of a portfolio.

5:00p – 6:00p

WOMEN'S COUNCIL PANEL DISCUSSION & NETWORKING SESSION

St. John's 32-34

DON'T JUST SURVIVE... THRIVE IN 2025

GENEROUSLY SPONSORED BY: Janus International • RKA • Supply Side USA • XPS Solutions

6:00p – 7:30p

WELCOME TO ORLANDO • 50TH ANNIVERSARY KICK-OFF RECEPTION

Gatlin B

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SERVING MEMBERS SINCE 1975



Friday, March 14

7:00a – 10:30a

SSA CAFÉ

The café moves to a new location today.

GENEROUSLY SPONSORED BY: **Flatbox** • **HRIC** • **Inland Devon Self Storage** • **Onity** • **Storage Commander**

Gatlin B

8:00a – 10:30a

SSA MEMBERSHIP • STATE ASSOCIATIONS • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION

8:00a – 8:45a

CONCURRENT EDUCATIONAL SESSIONS

SUCCESS IN SITE PLAN APPROVAL

Gatlin E1

PRESENTER: **PETER STUHLREYER** • Designhaus, LLC

Attendees will learn how to sequence activities during acquisition, analysis, team set-up and the entitlement process for the best results with the least waste of time and money.

- ✦ A prospective site comes across your desk... What do you do first? What should you NEVER do first?
- ✦ A call to the wrong person at the wrong time will deliver wrong information!
- ✦ When to build the team of consultants, engineers, attorneys, analysts and others.
- ✦ How do you navigate the red tape at the city without surprises or delays.
- ✦ How much money are you willing to waste before you realize a site is dead?
- ✦ Why do you keep getting billed for what you do not need?

The steps it takes between viewing a listing and grand opening are the same every time. Unfortunately, many developers and owners miss opportunities, waste time on dead ends, pay consultants they don't need, and stay stressed out when pulling a deal together. Whether you are looking at new, conversion, value add or mixed use, the Steps for Success program can be applied and make the next expansion of your empire smoother, less costly and more productive.

TRENDS IN RV & BOAT STORAGE

Gatlin E2

PRESENTER: **MARK DIRATO** • Baja Construction Co. Inc.

This session will focus on building a successful RV and boat storage business. We will discuss current trends in the market and how to navigate them effectively. The goal is to provide valuable insights to help you succeed with your RV and boat storage projects.

FUNDING YOUR SELF STORAGE DREAM: INSIDER TIPS FROM A BANKER'S PERSPECTIVE

Gatlin E3

PRESENTER: **ANNE MINO** • Live Oak Bank

Unlock the full potential of your self storage project with a deep dive into diverse financing strategies. This session covers everything from traditional financing options like conventional lending and SBA programs to more creative approaches such as seller notes and self-directed IRAs. You'll gain valuable insights into the pros and cons of each method, learning how to customize a funding strategy that aligns with your goals and resources.

Discover how to navigate lender requirements, present your project to maximize appeal, and avoid common pitfalls in the financing process. Drawing on a banker's insider perspective, this program provides practical tips to help you secure the funding you need—whether through institutional loans, personal investment strategies, or partnerships. Whether you're a first-time investor or an experienced owner, you'll leave equipped with actionable tools and strategies to bring your self storage vision to life and achieve long-term success.

WHAT MAKES THEM CLICK RENT

Gatlin E4

PRESENTER: **ALEX KELLER** • StoragePug

Driving traffic to your website is absolutely essential — people have to be able to find you in order to rent from you. But it doesn't actually matter how many people find your website if they don't turn into actual customers. How do you know if your website is optimized to convert visitors into customers? In this session, we'll cover: Features of a website that convert online traffic. • How to establish trust with potential customers. • Educating to help sell your product to potential customers.



Friday, March 14 *continued*

8:45a – 9:00a

BREAK

9:00a – 9:45a

CONCURRENT EDUCATIONAL SESSIONS

“NOTHING IS CERTAIN BUT DEATH AND TAXES.”

AND EVEN BEN FRANKLIN WOULD SAY TAXES COULD CHANGE FOR THE BETTER IN 2025!

Gatlin E1

PRESENTERS: WARREN DAZZIO & BRIAN LILES • CSSI

Look for a Tailwind for Taxes in 2025! The tailwind could be very good for business in the storage industry. In this session we will explore the possible tax changes for individuals & family businesses. Lower taxes bring increased cash flow for upgrades, expansions, and acquisitions.

We will do a deep dive into answering some important questions: Will bonus depreciation continue or expand? • How will capital gains be affected for long term investments change? • What's the potential of raising of the estate tax exemption to protect family-owned real estate holdings. • Can real estate and storage investments be more lucrative in 2025 and beyond? • What changes are expected for estate planning, real estate, and small business. • What current tax incentives/credits are available for storage owners and will anything new be available?

Come ready to discuss all things tax!

INSIGHT INTO DESIGN AND CONSTRUCTION EFFICIENCIES IN STORAGE

Gatlin E2

PRESENTER: NIGEL KREFT • Elevate Structures

In this session, we'll discuss:

- ✦ Taking your project from concept to renting.
- ✦ Development Process: What to ask and what to look out for when making the decision.
- ✦ Design Process: How to get through permitting and zoning efficiently. How to have design created that meets code and municipality requirements and budget.
- ✦ Construction Process: Latest methods and construction techniques and technology and how it keeps you on schedule and on budget.

SALES SECRETS FOR SELF STORAGE SUCCESS: TURNING LEADS INTO LOYAL CUSTOMERS

Gatlin E3

PRESENTERS: SARAH BETH JOHNSON & LOU BARNHOLDT • Universal Storage Group

Ready to supercharge your self storage sales game? It's not just about renting units — it's about building relationships, solving customer challenges, and delivering an unbeatable experience. This high-energy session will reveal powerful sales techniques to turn prospects into loyal tenants, handle objections like a pro, and keep your facility top-of-mind in a competitive market. You'll walk away with actionable strategies to elevate the customer journey, close more deals, and grow your business with confidence. Whether you're a veteran manager or new to the industry, this is your roadmap to becoming a sales powerhouse!

MASTERING OPERATIONAL REPORTING: METRICS THAT MATTER

Gatlin E4

PRESENTER: MARK POOLE • Liberty Investments

Struggling to make sense of your self storage reports or wondering which metrics actually drive success? In this engaging session, Mark Poole, a seasoned operator with over a decade of experience, will break down the complexities of operational reporting into actionable insights you can use immediately. Learn how to: Identify and interpret the most important metrics for self storage success. • Utilize reports to track performance, improve efficiency, and make smarter decisions. • Build better reporting habits that save time and increase profitability.

This session is unique because it goes beyond the basics, teaching you how to use data to optimize operations and uncover hidden opportunities. With real-world examples and practical tips, you'll leave equipped to transform your reporting process into a powerful tool for growth. If you're ready to simplify your data and elevate your operations, don't miss this opportunity to master the metrics that matter most!

9:45a – 10:00a

BREAK

10:00a – 11:15a

CLOSING GENERAL SESSION

Gatlin B

THE SELF STORAGE LEGAL NETWORK'S LEGAL POWER HOUR

PRESENTERS: CARLOS KASLOW & SCOTT ZUCKER • SSLN

For almost two decades, the Self Storage Legal Network's Power Hour has been the popular closing session at the Self Storage Association's spring and fall meetings. Scott Zucker and Carlos Kaslow answer audience legal questions in this unscripted interaction between storage managers and operators and two of the industry's favorite lawyers.

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PTI Security Systems
Ryan Stewart
800.523.9504
ptisecurity.com

Self Storage Manager
Rohan Shenoy
800.469.1740 x5
selfstoragemanager.com

SecureLease
Stacie Maxwell
830.443.3023
securelease.com

SkyView Advisors
Scott Schoettlin
813.829.1248
skyviewadvisors.com

Trachte Building Systems
800.356.5824
trachte.com

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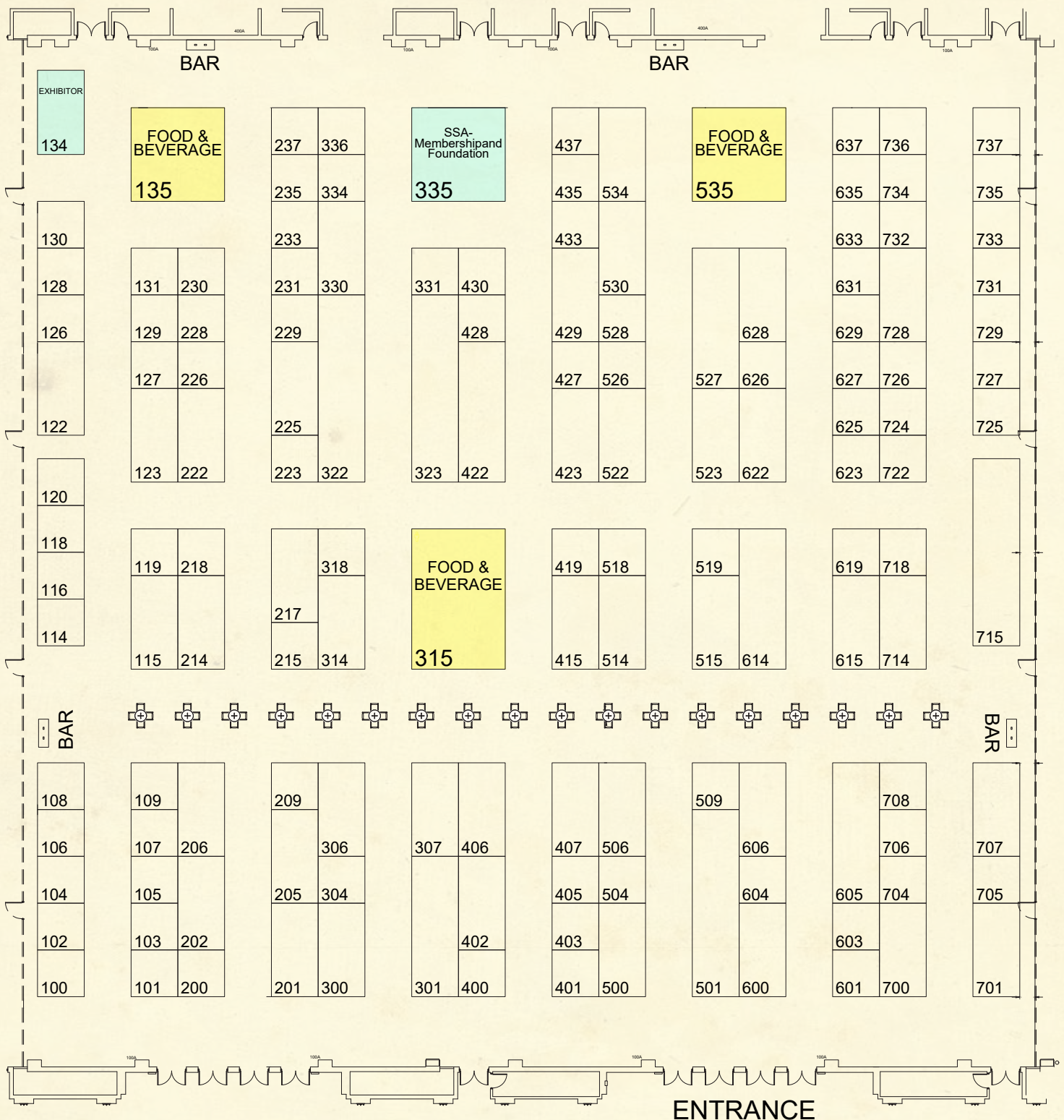
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TRADE SHOW MAP • GATLIN C/D

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*Whether you are a seasoned veteran
or an industry newcomer, you are sure to
find many great resources in the exhibit hall.*

No one under the age of 16
allowed in the trade show
hall during exhibit hours or
under the age of 18 during
move-in and move-out.

EXHIBITOR BOOTH LIST

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For 50 years, the SSA has continued 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.

Please see below for a list of exhibiting companies and their booth numbers. For more information on each company please refer to the SSA Spring Conference mobile app or our website: selfstorage.org.

3D Group	726	Copper Storage Management.....	631	Kingspan Insulated Panels	131
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Baja Construction Co., Inc.	209	Ezzi Signs INC.....	433	MSM (Modern Storage Media).....	200
Bank Five Nine	218	Farmer Development Inc.....	735	National Tax Group	116
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BMSGRP Self Storage Consulting.....	722	Go Local Interactive	129	Peak Steel Buildings.....	127
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SpiderDoor LLC	401	Tenant Inc.	217	Yardi	501
SSA Membership & Foundation	335	Tenant Property Protection	225		



Thursday March 13 • 2:45–4:00p • Gatlin Ballroom E

We have 30 topics of interest to owners, operators and managers of self storage facilities. Select those where the discussion will benefit you most. We will ring the bell at 15-minute intervals to allow you time to “table-hop” and participate in 3 different table discussions during this session.

#1 BUDGET-FRIENDLY RENOVATIONS AND REPAIRS: GETTING CREATIVE WITHOUT BREAKING THE BANK Join our facility R&M experts in a lively discussion regarding the “art” of revitalizing your self storage facility without overspending. In this engaging session, we will share innovative, cost-effective strategies for enhancing both functionality and aesthetics. Discover how to think outside the box when it comes to repairs and improvements while maintaining the visual appeal that attracts tenants and adds revenue back to your facility. We'll discuss practical solutions, DIY tips, and share our checklists for maintaining your properties. **Janus International**

#2 GETTING STARTED RIGHT: KEY TECHNOLOGIES EVERY NEW SELF STORAGE OPERATOR NEEDS Starting strong is crucial for new self storage operators, and the right technology can make all the difference. In this roundtable, we'll explore the essential tools every new operator should have in their tech stack to streamline operations, improve customer experiences, and drive revenue growth. From management software to payment systems and marketing tools, we'll discuss how to build a technology foundation that supports efficiency and scalability from day one. **Storable**

#3 MASTERING FACILITY MARKETING IS EASIER THAN YOU THINK An effective marketing plan serves as a virtual “open for business” sign, visible across the internet. While it's natural to feel overwhelmed by the task of creating and executing your marketing plan, remember that everyone encounters challenges—especially without the right tools in place. This session will guide you through how to optimize marketing and effectively integrate it with your leasing, operations and accounting as part of a streamlined, holistic approach. We'll delve into the benefits of a unified CRM and marketing platform, using practical tips and real-world examples to help you drive revenue growth with less effort. **Yardi**

#4 FUTURE TRENDS - WHAT'S NEXT FOR SELF STORAGE? We will explore the evolving self storage market and shifting consumer preferences, sharing insights on how these changes are shaping the industry's future. Our discussion will cover the integration of advanced technologies, the development of customized solutions for niche markets (RV, boat, wine, etc.), and broader trends driving the transformation of the self storage sector. **ARCO/Murray Design Build**

#5 HOW TO CHOOSE THE RIGHT MANAGEMENT COMPANY What important questions to ask when interviewing a potential operator • What is best timing to switch from self-managing to outsourcing to a third party manager • Which third party companies have the most experience with managing for others. • How early should you choose an operator for a storage development? • Top 3 required benefits to find in your next operator. **William Warren Group/StorQuest**

#6 TOP 10 SELF STORAGE TENANT TRENDS OF 2024 AND HOW TO STAY AHEAD In this roundtable, we'll explore the key trends in tenant behavior from 2024 and discuss how self storage operators can adapt to meet evolving expectations. Gain insights into what's driving tenant decisions and how to stay competitive in a dynamic market. Key Takeaways: Understanding Shifting Tenant Expectations • Adapting to the Demand for Flexible Storage Solutions • Improving the Customer Experience • Staying Competitive in a Changing Market. **OpenTech Alliance**

#7 HOW SECURE IS YOUR SELF STORAGE FACILITY In today's competitive self storage market, security isn't just a feature, it's a necessity. Join PTI Security, the leader in access control solutions, as we explore the key components of a truly secure facility. From gated access and smart locks to advanced reporting software, discover how to protect your tenants' belongings, build trust, and set your facility apart from the competition. Learn how modern security technology can drive occupancy, reduce liability, and keep your business ahead of the curve. Don't leave security to chance! Find out how to make it your facility's greatest asset. **PTI Security Systems**

#8 FOLLOW-UP LIKE A PRO: TURNING ABANDONED FORMS INTO OCCUPIED STORAGE UNITS!

Just like a self storage unit left half-empty, abandoned rental forms can leave valuable space in your sales pipeline. In this roundtable, we'll walk through the best practices to lock in those leads and fill your funnel with smart, automated, and manual follow-up strategies. Don't let potential customers wander off — learn how to re-engage and bring them back into your "unit"! Key Takeaways: Automated Follow-Ups: Your 24/7 Sales Team • Engaging Email Campaigns: Locking the Lead in with Value • Google Display Retargeting Ads: Bringing Them Back to Your Door • Social Media Retargeting: Re-Opening the Unit with Personalized Ads • Timing Your Follow-Ups: Don't Let Them Move On. Don't miss out on this roundtable—your storage business will thank you! **Self Storage Manager, Inc.; Adverank; StorAlly**

#9 AI AND ITS APPLICATION TO SELF STORAGE Hear first hand how 10 Federal is leveraging AI across its business and portfolio to reduce costs and increase customer satisfaction. To further elaborate, 10 Federal has launched an AI Voice agent to handle 5 of its 14 topics tracked within the call center. The average cost of an AI call is \$0.65 compared to nearly \$5.00 per live agent, and the customer satisfaction achieved by the AI agent exceeds the live agents. And that's just the beginning. We are exploring AI and machine learning in site selection, accounting functions, and KPI analysis. **10 Federal**

#10 NAVIGATING ACCESS CONTROL SYSTEMS: SIMPLICITY OR SOPHISTICATION?

Understanding Access Control Systems. • Evaluating Security Needs. • Integration with Facility Management. • Cost-Benefit Analysis. • Future-Proofing Your Facility. In this roundtable Michelle Otto, president and CEO of 6Storage, aims to provide operators with a better understanding of access control system options, so they can make informed decisions that align with their facility's security objectives and operational goals. **6Storage Software Solutions**

#11 EMPOWERING A SITE WITH TECHNOLOGY In this session, we'll cover: 1. How to select the correct tech for your site. 2. When is it time to update the tech at a site? 3. It seems like everybody has tech that would fix my issue, but how do I know which one is right for my site? 4. Just because a particular piece of tech worked for one site does not mean it will work for yours. 5. Properly train your Employees on new technologies. **Access Control Technologies**

#12 TRENDS IN RV & BOAT STORAGE In this session, we'll share how to build a successful RV and Boat Storage based on years of experience. We'll share what we've learned over the last 20 years of building these types of projects and share what works and what doesn't. We'll cover what the current trends are and where the market is right now. Some share things such as: Determining the criteria of the land. • How to design your facility including amenities. • Property size • Design criteria and layout requirements • Construction process and timeline. **Baja Construction Co., Inc.**

#13 DOUBLE TAKE: TOP TWO REVENUE STREAMS OF RELOCATABLE UNITS

Relocatable units are all-in-one storage kits, each containing a base, four hinging walls and a roof. They are easily moved via forklift, even when fully loaded. Join us at our roundtable, where we will discuss the leading applications of relocatable units. 1. On-Site: Eliminate Dead Zones, Maximize Rentable Space • Generate revenue using the land you already have. • Place relocatables virtually anywhere, no foundation required. • Flip fencelines, parking lots, easements/setbacks, and more. 2. Off-Site: Add Portable Units To Expand Your Service Area • Deliver relocatable units directly to your customer's location • Compatible with a wide range of delivery systems • Fully custom branding acts as a "moving billboard" for your business. **Boxwell**



#14 STOP. DROP. AND... AUTOMATE! The amount of new technologies entering the self storage world can be daunting. Let's break down the 3 areas that operators need to invest in today to keep up with the rapidly changing landscape: The importance of a frictionless rental experience • Empowering customers to self-serve • Reducing break-points in the customer journey. **DaVinci Lock**

#15 FROM EMPTY TO EXTRAORDINARY: SELF STORAGE CONVERSIONS Three discussion points about self storage conversions: Unlock hidden potential, Cost efficiency strategies, Sustainability meets profitability. **Elevate Structures**

#16 GETTING BACK TO BASICS: INCREASING LEADS AND CONVERSIONS IN THIS ECONOMIC CLIMATE In this roundtable session, we're bringing it back to the basics to help your storage business thrive in the current economic climate. Join us for a down-to-earth exploration of essential strategies for increasing leads and conversions. We'll share practical tips for basic physical and digital curb appeal enhancements, innovative marketing approaches, and time-tested strategies for building strong customer relationships. Learn straightforward yet powerful techniques to leverage digital tools without breaking the bank. Join us to explore practical strategies for reaching your target customers and converting leads into rentals. Whether you're a seasoned owner or just starting out, this session is designed to provide actionable insights that can make a real difference for your business. **Everbrite, Inc.**

#17 DECODING SEO: UNLOCKING THE SECRETS TO ONLINE SUCCESS In this session we'll dive deep into the world of SEO (Search Engine Optimization). This comprehensive roundtable will cover the fundamentals of SEO and introduce you to a variety of powerful audit tools that can enhance your website's performance. We'll explore the intricacies of the "performance" section, shedding light on how it varies across different tools like Google Lighthouse. You'll learn how these tools evaluate your site's performance based on multiple factors, helping you understand what truly impacts your site's speed, usability, and overall user experience. Whether you're a beginner or looking to refine your SEO skills, this session is designed to equip you with the knowledge and tools you need to succeed in the digital landscape. **G5, A RealPage Company**

#18 CREATING DEAL FLOW THROUGH SOCIAL MEDIA Join this roundtable for an engaging discussion on leveraging digital marketing strategies to grow your portfolio. Topics will include: 1. Building your brand and connecting with prospective owners looking to sell, collaborate on joint ventures, or engage in third-party management. 2. Strategies for defining and effectively leveraging your brand before engaging with your audience. 3. Tips for small-scale investors to discover opportunities on platforms like Craigslist and Facebook Marketplace. 4. Best practices for creating and publishing content tailored to specific social media platforms. 5. The critical role social media plays in engaging not only with customers but also with property owners. **Truck Parking Club**

#19 A LOOK INTO ENCLOSED BOAT & RV CONSTRUCTION Enclosed Storage: Get the Details - An introduction to this growing asset class and why it stands out. • Defining Your Build - Insights into the structures and features of the various types of Enclosed Boat & RV Storage. • Mistakes to Watch For - Common challenges and how they impact project outcomes. • Making the Most of Your Land - Exploring layouts and designs that maximize site potential. • The Development and Budget Process - A closer look at the planning, cost, and execution phases of a project. **MakoRabco**

#20 TECH AND THE NEXT GENERATIONS: HOW MILLENNIALS, GEN Z, AND GEN Y ARE SHAPING THE FUTURE OF SELF STORAGE What will it take to attract and retain the next generation of tenants? Millennials, Gen Z, and Gen Y are redefining expectations in self storage, and operators must adapt to stay ahead. This roundtable will uncover the key trends, preferences, and values shaping their decision-making, from digital-first experiences to sustainability and convenience. **Vantiva Smart Spaces**

#21 HOW TO DRIVE CONSTRUCTION COSTS DOWN We'll discuss the following: The primary delivery methods for storage (bid-build, design-build, construction management) • Pros & Cons of traditional bid-build • Pros & Cons of design-build • Pros & Cons of construction management • Provide optimum scenarios for each delivery method. **Martin Commercial**

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#22 ON SITE OPERATIONS DUE DILIGENCE In this session, we'll discuss all the tips and tricks of performing a comprehensive due diligence from an operations perspective. Learn what to look for while auditing the facility administrative areas and also tips in ensuring there are no physical issues with a potential acquisition asset. Attendees will be provided a handout, which can be used when performing a due diligence at a potential property. **Storage King USA**

#23 UNDERWRITING A DEVELOPMENT DEAL IN TODAY'S CHALLENGING MARKET In this session, we'll cover: Market Conditions/ impediments to development. - A. Availability of debt/ cost of debt/ loan guarantees B. Cap Rates/ 10 year Treasury rate differential C. Deep discounting of rental rates • Feasibility Study - A. Demographics that matter B. Determining the Primary Trade Area C. Determining Supply/ Demand. **Storage Realty Advisors**

#24 PREPARING FOR LOCAL SEARCH 2.0: HOW AI WILL CHANGE SEO Local search is evolving with AI integration into platforms like Google Search. Explore how self storage operators can adapt to these changes to maintain and grow their online visibility. **Storagely**

#25 YOUR 5-STAR FACILITY: HOW TO GET MORE REVIEWS These days, nobody buys anything without reading a review first. Storage is no exception. One of the very best ways to stand out in a crowded market is to get as many positive reviews as possible-but sometimes, that can feel like an uphill battle. In this roundtable, we'll talk about our favorite, well-tested strategies for getting more reviews and how to use those reviews to get more business. We'll cover: How to get more reviews • How to respond to negative reviews • What to do with positive reviews. **StoragePug**

#26 FUTURE-PROOF YOUR FACILITY: CREATIVE REVENUE IDEAS THAT GO BEYOND STORAGE Specialty Storage Solutions: Explore niche offerings like wine storage, vehicle storage, or climate-controlled art spaces. • Value-Added Services: Generate income with packing supplies, moving truck rentals, or document shredding services. • Multi-Use Spaces: Utilize underused areas for co-working spaces, pop-up shops, or events. • Tech-Driven Income Streams: Consider offering tenant-friendly apps or smart security options as premium upgrades. • Dynamic Pricing Strategies: Boost revenue with seasonal, demand-driven pricing models. **StorSuite**

#27 FINANCING IN AN ELEVATED INTEREST RATE ENVIRONMENT This roundtable will cover the trajectory of interest rate movement over the last few years and how it has changed the way borrowers are getting deals financed. Interest rates are up but self storage continues to perform very well. As a result, it is more important than ever to understand what financing vehicles are best for borrowers in this market. We will cover pros and cons of popular loan products as well as a discussion of what makes certain products stick out in the face of uncertainty. **The BSC Group**

#28 HEY ALEXA, FIND STORAGE NEAR ME: MASTERING VOICE SEARCH OPTIMIZATION As voice search becomes more prevalent, self storage businesses must adjust their SEO strategies to ensure they are visible to voice search users. This roundtable will focus on optimizing for voice search queries and adapting content to meet the demands of voice-activated technology like Alexa, Siri, and Google Assistant. • Voice Search Behavior • Local SEO and Voice Search • Optimize Website for Voice Search • Natural Language Queries. **The Storage Group**

#29 HOW HIRING A PROFESSIONAL CONTACT CENTER CAN BOOST PRODUCTIVITY AT YOUR FACILITY Facts on what to know? Time, Money & Productivity • What you can do to minimize the risk of missing a single call. • What are the advantages to set up your staff for success. • Learn how to increase your operational efficiency & maximize your profits now. • Provide your customers with instant solutions to their moving and storage needs. Never miss a rental again. **U-Haul Self Storage Affiliate Network**

#30 BUILDING & MAINTAINING A HIGH PERFORMANCE TEAM In this brief session, we'll cover: 1. Best practices for recruiting, training, and retaining top talent in the self storage industry 2. The right questions to ask during interviews to ensure you're hiring top talent 3. Tips for creating a positive workplace culture and driving team performance 4. What all of this looks like for facilities with reduced staff or "unmanned" models. **XPS Solutions**

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