

2026 SSA Ski Workshop Program – Viewline Resort, Snowmass, CO

Monday, January 12		
5:00p	Welcome Reception Plenty of networking, food, and beverages. Pick up your registration packet and mingle with colleagues.	Salon CDE
Tuesday, January 13		
7:00a	Yoga and Stress Reduction Relax, release stress, and energize yourself in this popular Ski Workshop activity. Registered guests are also welcome.	Ziegler
7:30a	Hot Breakfast Buffet/Registration If you arrived too late for the reception, you may pick up your workshop materials this morning at breakfast.	Salon CDE
9:00a	Welcome	Salon AB
9:00a	Keynote: Driving Success in Today's Self Storage Market – Noah Mehrkam, CEO, Self Storage Plus. Noah has proven that company growth and market share can be achieved while also building state-of-the-art facilities that meet the storage needs of the households and small businesses it serves. With facilities in 7 states plus DC, Self Storage Plus is one of the fastest-growing regional operators in the Mid-Atlantic. Noah will share how a clear mission and a high performance culture can turn a local operator into a market leader.	
9:45a	The Legislative Landscape: An Update on Legislation Impacting Self Storage – Tim Dietz, SSA President & CEO and Joe Doherty, SSA SVP, Chief Legal and Legislative Officer	
10:30a	Skiing and 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!	
Wednesday, January 14		
7:00a	Yoga and Stress Reduction Another great session to start your day on a positive note!	Ziegler
7:30a	Hot Breakfast Buffet	Salon CDE
8:00a	Roundtables	Salon CDE
9:00a	The Self Storage Owners Guide to AI for SEO and Marketing – Tommy Nguyen, StoragePug	Salon AB
9:45a	Robert Swan: Explorer As the first person in history to walk to both the North and South Poles, Robert has earned his place alongside the greatest explorers in modern times. Having demonstrated transformational leadership and true resiliency in some of the planet's most hostile environments, he applies lessons learned to instill impactful leadership, sustainable management practices and effective communication.	Salon AB
10:30a	Skiing and Leisure Activities By popular demand: The rest of the day is open for attendees to hit the slopes, shop, go snowmobiling, or just relax in the Spa before dinner.	
6:00p	Networking Reception and Dinner	

Thursday, January 15		
7:00a	Yoga and Stress Reduction Another great session to start your day on a positive note!	Ziegler
8:00a	Networking Breakfast	Salon CDE
10:00a	Hit the slopes, visit the spa or head out for a snowmobiling adventure	
Friday, January 16		
	Time to head to the airport	

(Subject to Modification)