

SSA 2022 SPRING

Conference &
Trade Show



ONSITE PROGRAM

MARCH 9–11, 2022



ROSEN SHINGLE CREEK

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WELCOME TO ORLANDO



We're excited that the Self Storage Association's Spring Conference & Trade Show has returned to Orlando this month. Laurie was born and raised in Orlando, and Marc has lived here for over 30 years. Please take advantage of our great March weather and the world-famous attractions in Central Florida, and enjoy your time here with industry friends and/or family.

This conference, in collaboration with the Florida Self Storage Association (FSSA), will feature many educational opportunities, including the Economic Summit, Large Operators Council, SSA Women's Council, Young Leaders Group, roundtable discussions, concurrent sessions and the industry-leading trade show.

In addition to the many conference offerings, there is so much to do in Central Florida, including: Disney World, Universal Studios, Sea World, Disney Springs, water parks and many other smaller venues (Gatorland, WonderWorks and Fun Spot America, to name a few). Cape Canaveral and several beaches are less than an hour away, so plan ahead and add a day or two to your trip.

The Rosen Shingle Creek, conveniently located near so many of these great attractions and the Orlando airport, is a terrific resort destination with a beautiful golf course, a relaxing spa and many wonderful restaurants.

Whatever your conference plans, you are strongly encouraged to get involved with your state association and the national SSA. We have both enjoyed our many years of participation with the FSSA and SSA, and have been handsomely rewarded with wonderful industry friends and business opportunities.

Most importantly, come to Orlando to learn and have fun. Listen to the great speakers, network with peers, learn about new products from the vendors on the trade show floor, and make some new friends.

MARC SMITH & LAURIE SHADER SMITH



Marc, president of Personal Mini Storage, is a current member of the SSA and LOC board of directors and a recent inductee into the Self Storage Hall of Fame. Laurie, treasurer of the SSA Foundation board of governors, is vice president of Personal Mini Storage.

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Any activity not listed in this program is not sponsored and/or sanctioned by the Self Storage Association. SSA educational sessions and materials provide information on current developments and topics of interest to the industry. SSA does not specifically endorse the content presented due to its general nature, and it should not be considered as legal or professional advice. Professional counsel should be consulted concerning specific situations. The ideas and opinions expressed in the sessions, and in any handout materials provided, are those of the presenter(s). They are not those of the SSA, nor can any endorsement by the SSA be claimed.

EXHIBIT HOURS

WEDNESDAY, MARCH 9

3:30PM – 7:30PM

THURSDAY, MARCH 10

11:30AM – 2:30PM

EXHIBIT HALL ACCESSIBILITY “AFTER HOURS”

If you need extra time to talk with a vendor when the Exhibit Hall is closed, simply make an appointment to meet them at the entrance to the Hall at a specified time. The vendor has access and will escort you to their booth. When you have completed your business, the vendor will escort you out of the Hall. This procedure ensures Hall security is not compromised for booths that are unattended, but does allow for you to spend additional time with our vendors.

SSA SPONSOR APPRECIATION

Our sponsors enable us to provide you with professional, knowledgeable speakers, first-class meeting facilities, and a wide variety of conference amenities, while still keeping our registration fees affordable. We extend a sincere thank you to the SSA sponsors for their generous and enthusiastic support of the Self Storage Association.

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SPECIALTY SPONSORS

New Member Orientation

Kiwi II Construction, Inc.
U-Haul Self-Storage
Affiliate Network

Welcome To Orlando Reception

Forge Building Company
Moody's Analytics CRE
S3 Partners
Store Space Self Storage

Cross-Aisle Signs

Public Storage
Storage Structures Inc.

SSA Women's Council

CallPotential
MakoRabco
Simply Self Storage
Storable

SSA Cafe

Moody's Analytics CRE

Hotel Key Cards

Life Storage Solutions

Pens

Life Storage Solutions

Economic Summit

Janus International
MakoRabco
Weaver Realty Group/
Argus Self Storage Advisors

Lanyards

Baja Construction Co., Inc.
Kiwi II Construction, Inc.
The Storage Acquisition Group
Trachte Building Systems

Notepads

Boxwell

Managers Summit

Ai Lean Inc
Storable

Young Leaders Group

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Carpet Floor Cling

Life Storage Solutions

Elevator Cling

Store Space Self Storage

Hanging Banner

Life Storage Solutions

Thank you, sponsors!

BADGE IDENTIFICATION

Badges must be worn at all SSA events!

They are coded to help you identify our attendees.

Clear Badges Full and Additional Registrants
Black Bar One-Day Only Registrants (Thursday)
Red Bar Exhibitors
Blue Bar Wednesday Trade Show Only Registrants
Yellow Bar Thursday Trade Show Only Registrants
Green Bar Managers or Economic Summit Only

SESSION RECORDINGS & CONFERENCE PROCEEDINGS

Speakers were encouraged to provide handouts to enhance their presentations. If provided, these are included in the conference Proceedings Manual, and are provided to conference registrants (Full, Additional, and One-Day Only categories) electronically, after the conference.

Electronic downloads of approved recorded sessions will be provided free of charge to SSA Members in the Full or Additional Registrant Category. For all others, the downloads will be available for purchase on our website, a few weeks after the conference.

DON'T LOSE YOUR BADGE!

A \$15 badge replacement fee will be charged for any lost badges.

Drink tickets will not be replaced.

YOUR COMMENTS ARE IMPORTANT

We rely on your comments and suggestions to help us tailor our programs to meet your needs. Conference Evaluation Surveys will be emailed to all registrants shortly after the conference. We encourage you to take a few minutes to give us your feedback.

Submit your survey in a timely manner, and you'll be entered in SSA's drawing for a FREE REGISTRATION to a future SSA Conference and Trade Show!

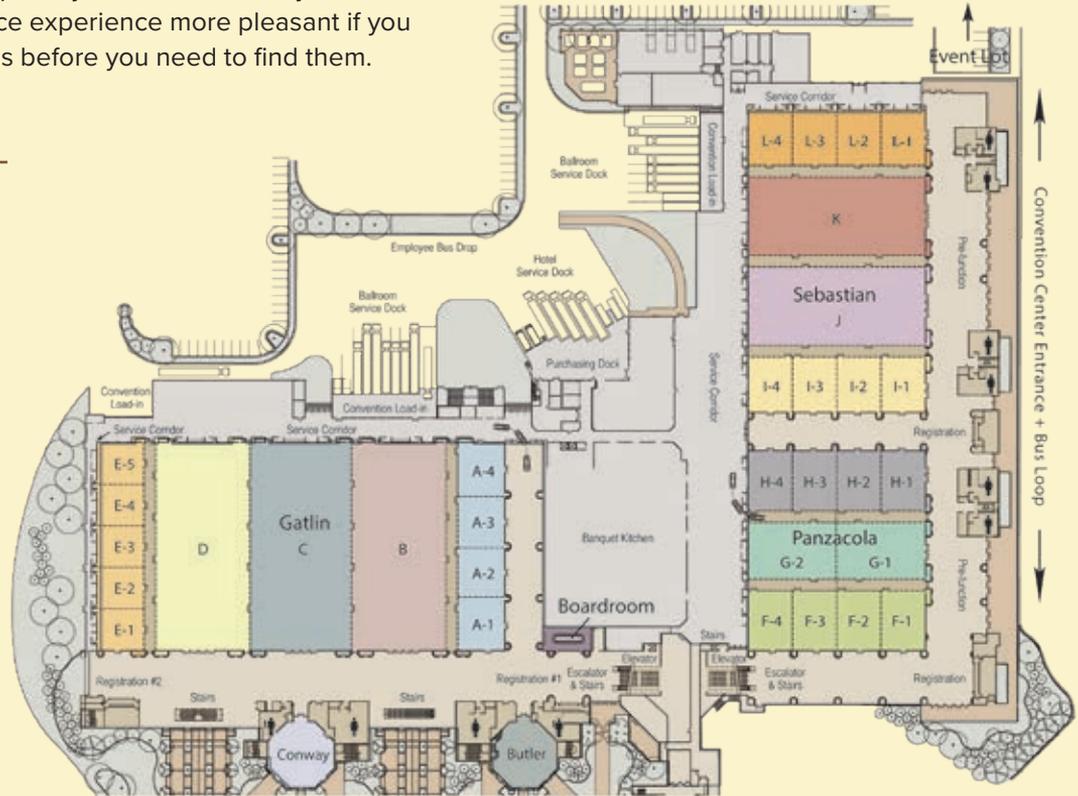


ROSEN SHINGLE CREEK

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.

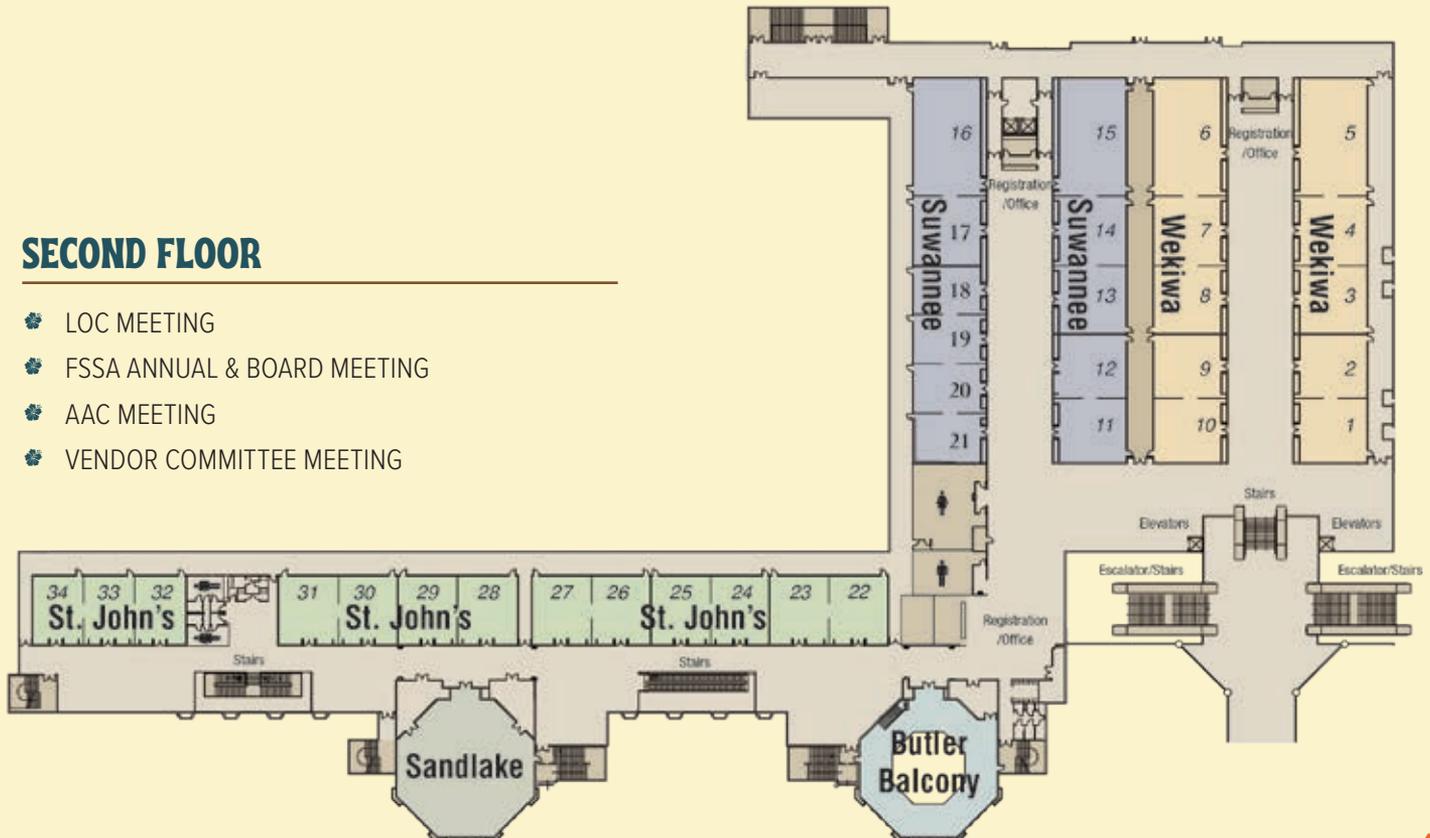
FIRST FLOOR

- ✿ MANAGERS SUMMIT
- ✿ ECONOMIC SUMMIT
- ✿ YLG EDUCATIONAL SESSION
- ✿ CONCURRENT SESSIONS
- ✿ ROUNDTABLES
- ✿ SSA CAFÉ
- ✿ MEMBERSHIP
- ✿ REGISTRATION
- ✿ GENERAL SESSIONS
- ✿ KEYNOTE
- ✿ RECEPTIONS
- ✿ BREAKS
- ✿ EXHIBIT HALL



SECOND FLOOR

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



DAILY PROGRAM AT A GLANCE

(subject to modification)

WEDNESDAY March 9

7:00a – 6:00p **Gatlin Foyer**
Conference & Trade Show Registration
SSA Membership • State Associations
Products-Services Booth

Stop by and check out our newest membership and publication offerings at special conference pricing.

7:00a – 5:00p **Gatlin A1/A2**
SSA Café
Generously sponsored by
Moody's Analytics CRE

7:00a – 3:00p **Gatlin C/D**
Exhibitor Set-Up

9:00a – 11:00a **St. Johns 31**
Affiliated Associations Council (AAC) Meeting
(By invitation only; for leaders of state associations who have affiliated with the SSA)

10:00a – 10:30a **St. Johns 30**
Florida Self Storage Association Annual Meeting
(FSSA Board of Directors meeting to follow)

11:00a – 12:00p **Gatlin E5**
Orientation for First-Time Attendees and New SSA Members
Generously sponsored by




1:00p – 3:30p **Gatlin A3/A4**
Self Storage Economic Summit
(Requires separate fee)

KEYNOTE: **HENRY FISHKIND, PHD**

Brought to you by the National Self Storage Association and the Florida Self Storage Association

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1:30p – 3:30p **Gatlin E1/E2**
Self Storage Managers Summit
(Requires separate fee)

22 MARKETING AND OPERATIONAL MUSTS FOR MANAGERS

ANNE BALLARD AND **STACIE MAXWELL**
 UNIVERSAL STORAGE GROUP

Generously sponsored by




WEDNESDAY (cont.) March 9

2:00p – 3:30p **Gatlin E3/E4**
Young Leaders Group (YLG) Educational Session
(Membership in the YLG required)

With a growing list of over 250 members, the SSA Young Leaders Group provides exceptional education and networking opportunities.

Generously sponsored by
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3:30p – 7:30p **Gatlin C/D**
Trade Show Opens

6:00p – 7:30p **Gatlin C/D**
OPENING NIGHT SPONSORS RECEPTION
(Reception in Trade Show hall)

The Opening Night Sponsors Reception is generously sponsored by our 2022 Ambassador, Partner, Patron and Specialty Sponsors.

7:00p – 9:00p **Butler**
Young Leaders Group Onsite Reception
(Membership in the YLG required)
Generously sponsored by
Moody's Analytics CRE

THURSDAY March 10

7:00a – 3:30p **Gatlin Foyer**
Conference & Trade Show Registration

7:00a – 5:00p **Gatlin Foyer**
SSA Membership • State Associations
Products-Services Booth

7:00a – 5:00p **Gatlin A1/A2/A3**
SSA Café
(includes breakfast 7:00a to 8:30a)
Generously sponsored by
Moody's Analytics CRE

7:45a – 8:30a
Concurrent Educational Sessions

YOUR TENANT'S DEAD, CAN THE CADILLAC BE SOLD?
Gatlin E1

PROTECTING YOUR CLIENT DATA AND WHAT TO DO IN CASE OF A BREACH
Gatlin E2

SELF STORAGE VALUATION: ADVANCED DISSECTING OF INSTITUTIONAL MODELS
Gatlin E3

DEBUNKING THE HIGH OCCUPANCY GOAL
Gatlin E4

8:30a – 8:45a **Break**

THURSDAY (cont.) March 10

8:45a – 9:45a **Gatlin B**
General Panel Session
 RENT GROWTH IS DECELERATING AND INFLATION IS RISING. WHAT NOW?

9:45a – 10:00a **Break**

10:00a – 11:30a **Gatlin B**
Opening Session / Keynote Speaker
LIZ RAUN-SCHLESINGER
CEO, MERIT HILL CAPITAL

11:30a – 2:30p **Gatlin C/D**
Trade Show Open

1:30p – 5:00p **Sandlake**
Large Owners Council (LOC) Meeting and Reception
(For SSA members in good standing who own 10 or more facilities, and are dues-paying members of the LOC)

2:45p – 3:45p **Gatlin A1/A2/A3**
Roundtable Discussions

3:45p – 4:00p **Break**

4:00p – 4:45p
Concurrent Educational Sessions

DIVERSITY & INCLUSION IS GOOD FOR BUSINESS AND MORALE
Gatlin E1

RECRUITING, ONBOARDING AND TRAINING IN A VIRTUAL ENVIRONMENT
Gatlin E2

RESHAPING YOUR BUSINESS AND CX WITH VOICE INNOVATIONS
Gatlin E3

CROSSING THE FINISH LINE WITH NEW CONSTRUCTION
Gatlin E4

4:45p – 5:00p **Break**

5:00p – 5:45p
Concurrent Educational Sessions

FINANCING YOUR SELF STORAGE BUSINESS IN 2022
Gatlin E1

GO ALL IN: DIGITAL MARKETING STRATEGIES TO BET ON WHEN THE STORAGE BUBBLE BURSTS
Gatlin E2

IS RUNNING AN UNMANNED FACILITY RIGHT FOR YOU?
Gatlin E3

5:00p – 6:00p **Gatlin E5**
SSA Women's Council Networking Session
Generously sponsored by






THURSDAY (cont.) March 10

6:00p – 7:30p **Gatlin Terrace**
WELCOME TO ORLANDO RECEPTION

Lots of good food, beverages, and great networking for all registered attendees.

Generously sponsored by
Forge Building Company
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Store Space Self Storage

FRIDAY March 11

7:00a – 10:30a **Gatlin A1/A2/A3**
SSA Café
(includes breakfast 7:00a to 8:30a)
Generously sponsored by
Moody's Analytics CRE

7:30a – 11:30a **Gatlin Foyer**
SSA Membership • State Associations
Products-Services Booth

8:00a – 8:45a
Concurrent Educational Sessions

12 REASONS SOCIAL MEDIA MARKETING IS IMPORTANT FOR YOUR SELF STORAGE BUSINESS
Gatlin E1

TAXES JUST WENT UP - LEARN STRATEGIES AND TIPS TO KEEP THEM DOWN
Gatlin E2

SSA UPDATED THE LIEN LAWS - NOW YOU HAVE TO UPDATE YOUR LEASES AND PROCESSES
Gatlin E3

TECHNOLOGY FROM AN OPERATOR'S EYE VIEW
Gatlin E4

8:45a – 9:00a **Break**

9:00a – 9:45a
Concurrent Educational Sessions

HOW TO DEVELOP A SUCCESSFUL RV & BOAT STORAGE FACILITY
Gatlin E1

OVERCOMING EMPLOYER CHALLENGES
Gatlin E2

HOW A LABOR SHORTAGE IMPACTS SELF STORAGE: BUILDING AN EFFECTIVE SOLUTION
Gatlin E3

THE BEST OF BOTH WORLDS (LIVE & ONLINE AUCTIONS)
Gatlin E4

9:45a – 10:00a **Break**

10:00a – 11:15a **Gatlin B**
Closing General Session
 LIVE FROM ORLANDO:
 THE SELF STORAGE LEGAL NETWORK'S
 LEGAL POWER HOUR

CARLOS KASLOW AND **SCOTT ZUCKER**
 SELF STORAGE LEGAL NETWORK

PRE-CONFERENCE EVENTS

(Separate fee applies)



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and the Florida Self Storage
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SELF STORAGE ECONOMIC SUMMIT

Wednesday, March 9, 1:00p-3:30p * Gatlin A3/A4

(Separate fee applies)

KEYNOTE: Henry Fishkind, PhD

Henry Fishkind, PhD, is President of Fishkind Litigation Services. With over 30 years of experience in economic analysis and forecasting, he's widely regarded as one of Florida's premier economists and financial advisors.

The Self Storage Economic Summit provides you with exclusive access to the most current, up-to-date information in self storage. This spring, the Economic Summit will feature high-profile panels focusing on America's new leadership, and current trends in the self storage development cycle. Don't miss out on this well-attended, highly informative event! Join your fellow owners and investors at the 2022 Economic Summit in Orlando to get the answers to your self storage investment and operations questions.

MANAGERS SUMMIT *(Separate fee applies)*

Wednesday, March 9, 1:30p-3:30p * Gatlin E1/E2

22 Marketing and Operational Musts For Managers

Join us for this interactive session! We'll engage and involve everyone by doing live polling of the audience as we cover the basics and shortcuts to daily operations and marketing.

In this session, managers will learn new and innovative practices to stay on top of their market and operate efficiently achieving higher incomes and happier customers. Day to day processes that will improve results and keep them in touch with their customers and potential customers. Managing and Marketing has changed dramatically in recent months and years and managers need to keep up with the latest trends and practices. Managers will learn:

1. How to correctly and quickly process digital leases, with all the shortcuts we have learned
2. How to use digital marketing to reach new customers and keep existing ones happy
3. What managers are doing to grow revenue and increase customer happiness
4. New tools top operators are using to manage stores that are available to all

Join us for this interactive event and remember to bring your smart phone.



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CONFERENCE SCHEDULE

(subject to modification)

WEDNESDAY, MARCH 9

- 7:00a – 6:00p** **Conference & Trade Show Registration** **Gatlin Foyer**
SSA Membership * Products–Services Booth * State Associations
Stop by and check out our newest membership and publication offerings at special conference pricing.
-
- 7:00a – 5:00p** **SSA Café** **Gatlin A1/A2**
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-
- 7:00a – 3:00p** **Exhibitor Set-Up** **Gatlin C/D**
-
- 9:00a – 11:00a** **Affiliated Associations Council (AAC) Meeting** **St. Johns 31**
(By invitation only; for leaders of state associations who have affiliated with the SSA)
-
- 10:00a – 10:30a** **Florida Self Storage Association Annual Meeting** **St. Johns 30**
(FSSA Board of Directors meeting to follow)
-
- 11:00a - 12:00p** **Orientation for First-Time Attendees and New SSA Members** **Gatlin E5**
This session will help make your first SSA Conference & Trade Show experience not only more enjoyable, but more productive. 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.
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CONFERENCE SCHEDULE

(subject to modification)

WEDNESDAY, MARCH 9 (continued)

1:00p – 3:30p

Self Storage Economic Summit (Requires separate fee)

Gatlin A3/A4

Welcome and Introductions

EMCEE: **Mike Mele**, Cushman & Wakefield

State of the Economy and Self Storage Industry

KEYNOTE SPEAKER: **Henry Fishkind, PhD**

Henry Fishkind, PhD, is President of Fishkind Litigation Services. With over 30 years of experience in economic analysis and forecasting, he's widely regarded as one of Florida's premier economists and financial advisors.

The Future of Development Panel Session

MODERATOR: **Mike Mele**, Cushman & Wakefield

PANEL: **Mitch Feldman**, The Feldman Companies

Theresa Gallas, Janus International

Steve Tedder, Live Oak Capital Partners

We've gathered a panel of industry developers and vendors to discuss how self storage development has changed through COVID and what the future looks like. What effect supply chain issues and worker shortages are having and will there be another new wave of construction?

Investment Panel Session

MODERATOR: **Ben Vestal**, Argus

PANEL: **Andrew Aiken**, Baranof Holdings

Ben Brudney, KKR

Ryan Gibson, Spartan Investors

The self storage marketplace today is much different than what we've seen in the past. Join our panel of experts to discuss how the buying and selling landscape has changed and what tomorrow looks like.

Financing Panel Session

MODERATOR: **Mike Mele**, Cushman & Wakefield

PANEL: **Jim Davies**, Talonvest

James Goldberg, Citi

Josh Greer, Bank of America

How are current world events and market conditions affecting the current lending environment?

Brought to you by the National Self Storage Association and the Florida Self Storage Association.

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CONFERENCE SCHEDULE

(subject to modification)

WEDNESDAY, MARCH 9 (continued)

1:30p – 3:30p **Self Storage Managers Summit** (Requires separate fee) **Gatlin E1/E2**

22 Marketing and Operational Musts For Managers

PRESENTERS: **Anne Ballard** and **Stacie Maxwell**, Universal Storage Group

Join us for this interactive session! We'll engage and involve everyone by doing live polling of the audience as we cover the basics and shortcuts to daily operations and marketing.

In this session, managers will learn new and innovative practices to stay on top of their market and operate efficiently achieving higher incomes and happier customers. Day to day processes that will improve results and keep them in touch with their customers and potential customers. Managing and Marketing has changed dramatically in recent months and years and managers need to keep up with the latest trends and practices. Managers will learn:

- ✿ How to correctly and quickly process digital leases, with all the shortcuts we have learned
- ✿ How to use digital marketing to reach new customers and keep existing ones happy
- ✿ What managers are doing to grow revenue and increase customer happiness
- ✿ New tools top operators are using to manage stores that are available to all

Join us for this interactive event and remember to bring your smart phone.

Generously sponsored by



2:00p – 3:30p **Young Leaders Group (YLG) Educational Session** (Membership in the YLG required) **Gatlin E3/E4**

Join us for the Young Leader's Group Education Session for speed networking and Fireside Chat "Rising Talent in Self Storage" featuring James Reid, President of StorCo Self Storage and moderated by Mark Poole, Director of Operations for Liberty Investment Properties. *This session is for members only. Please renew your membership or sign-up on site.*

Generously sponsored by



3:30p – 7:30p **Trade Show Opens** **Gatlin C/D**

6:00p – 7:30p **OPENING NIGHT SPONSORS RECEPTION** (Reception in Trade Show hall) **Gatlin C/D**

The Opening Night Sponsors Reception is generously sponsored by our 2022 Ambassador, Partner, Patron and Specialty Sponsors.

7:00p – 9:00p **Young Leaders Group Onsite Reception** (Membership in the YLG required) **Butler**

Get to know your fellow YLG members in this networking cocktail mixer. *This session is for members only. Please renew your membership or sign-up on site.*

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CONFERENCE SCHEDULE

(subject to modification)

THURSDAY, MARCH 10

7:00a – 3:30p **Conference & Trade Show Registration** Gatlin Foyer

7:00a – 5:00p **SSA Membership * Products–Services Booth * State Associations** Gatlin Foyer
SSA Café (includes breakfast 7:00a to 8:30a) Gatlin A1/A2/A3

Generously sponsored by  

7:45a – 8:30a **Concurrent Educational Sessions**
Your Tenant's Dead, Can the Cadillac be Sold? Gatlin E1

PRESENTER: **Jeffrey Greenberger**, Greenberger & Brewer, LLP

In Jimmy Buffet's famous song, Earl is dead and Moonvine is trying to sell the Cadillac, but can she really do it? At your facility, what happens when your tenant dies while occupying one of your spaces? What documents should you be looking for? Can you let the family of the tenant in with or without a key and gate code? What happens if the family comes in, but does not clear out the whole space, leaving behind property? What happens if no one shows up and wants to claim the property at all? Or what happens if there are multiple people claiming the right to get in the space, and how do you deal with all of this, both in your rental agreement and after the occupant's death to avoid a claim for wrongful sale or disposal by the heirs of the estate?

All these questions about what to do when a tenant dies, including whether you can sell the Cadillac in the space, will be answered by our presenter, Jeffrey Greenberger as he attempts to answer the questions most frequently asked daily in his law practice, what do I do when the tenant dies?

Protecting Your Client Data and What to Do in Case of a Breach Gatlin E2

PRESENTER: **Steve Lucas**, The Storage Group

There's no such thing as too secure when it comes to your customer data and online renting. New security technologies enter the market every day. It's important to understand how these new security technologies can help enhance your online rental process and protect you and your tenants. This presentation discusses newer security technologies for self storage and how they can be implemented to protect your investment and what to do in case of a breach. You'll learn:

- * The importance of digital security in today's online world
- * Understanding the relevance of eSign Lease Verification to increase security measures
- * Strategies to increase online rental security and gain confidence in your rental process
- * Understanding how to limit your facility liability and protect your investment against security risks
- * Processes to follow if your tenant's data is breached

Self Storage Valuation: Advanced Dissecting of Institutional Models Gatlin E3

PRESENTER: **Mike Mele**, Cushman & Wakefield

When it comes to asset value, there are many contributing factors, especially when it comes to Institutional buyers. How do the most significant institutions value self storage properties in today's aggressive market? How do you know what yours is worth, how to make your facility more appealing to the institutional world, and what to expect if you're looking to buy additional facilities? We will provide an overview of current acquisition activity and recent trends. What Institutional models zero in on. We will also have a step-by-step process for evaluating a property under current market conditions. We will examine development sites, Certificate-of-Occupancy deals, lease-up properties, and stabilized properties. We will close out with real-world examples to demonstrate what is covered during the session.

Attendees will learn:

- * An update on current acquisition activity from a national level
- * What buyers are looking for, and how to present the best investment to Institutional Buyers
- * How to value a self-storage property geared towards Institutions, regardless of what stage it's in
- * Sample transactions (development and institutional)



CONFERENCE SCHEDULE

(subject to modification)

THURSDAY, MARCH 10 (continued)

- 7:45a – 8:30a **Concurrent Educational Sessions** (continued)
- Debunking the High Occupancy Goal** Gatlin E4
- PRESENTER: **Carol Nixon**, SkilCheck Services, Inc.
- The self storage industry as a whole began believing that 100% occupancy was the ultimate goal. Learn how to maximize profitability at a much lower occupancy rate. Discover how and why rate management is one of the most important factors of managing the profitability of your storage asset. We will discuss standard rates, push rates, discounts, street rates, and concessions and how they effect income and occupancy. This session is for both new and experienced owners and managers. Explore how a change in company goals, bonus structure, and employee mindset can drastically improve income of the storage investment.
-
- 8:30a – 8:45a **Break**
-
- 8:45a – 9:45a **General Panel Session** Gatlin B
- Rent Growth is Decelerating and Inflation is Rising. What now?**
- MODERATOR: **Jeffrey Adler**, Yardi Systems Inc.
- After months of historical rent growth, the self-storage industry is beginning to see a deceleration. As rent increases level out, pandemic-induced migration slows, and new supply is delivered, expense pressures will rise to the center of attention.
- In this session, join a panel of industry experts as they discuss strategies to mitigate expense pressures set to rise with inflation. They'll give you the inside scoop on the state of the industry, strategizing ways to mitigate rising property taxes, insurance, labor costs, procurement, and payment processing. Ongoing success in self-storage comes down to timely economic knowledge and the ability to respond to it with the right tech, so don't miss this important panel on the real-world factors that affect your business.
-
- 9:45a – 10:00a **Break**
-
- 10:00a – 11:30a **Opening Session / Keynote Speaker** Gatlin B
- KEYNOTE SPEAKER: Liz Raun Schlesinger**, CEO, Merit Hill Capital
- Prior to founding Merit Hill Capital, Schlesinger oversaw self storage investments at W. P. Carey Inc., where she worked for more than a decade and—together with her team—built the eighth largest storage operator in the U.S. That was preceded by four years as an analyst and associate in the private equity group at Brown Brothers Harriman. She graduated from the University of Pennsylvania and received her M.B.A. from Harvard Business School.
-
- 11:30a – 2:30p **Trade Show Open** Gatlin C/D
-
- 1:30p – 5:00p **Large Owners Council (LOC) Meeting and Reception** Sandlake
- (For SSA members in good standing who own 10 or more facilities, and are dues-paying members of the LOC)*
-
- 2:45p – 3:45p **Roundtable Discussions** Gatlin A1/A2/A3
- For details of Roundtable Discussions, see page 15.*
- 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 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.
-
- 3:45p – 4:00p **Break**



CONFERENCE SCHEDULE

(subject to modification)

THURSDAY, MARCH 10 (continued)

4:00p – 4:45p

Concurrent Educational Sessions

Diversity & Inclusion is Good for Business and Morale

Gatlin E1

PRESENTERS: **Jonathon McGee**, IL Dept. of Economic Development
Howard Pryor, SpareSpace Storage
Nathan Bennett, UTEX Storage

The self storage industry appreciates the positive value of diversity within its employee and customer base. Former Self Storage Association Government Relations intern, Jonathan McGee, now the Deputy Director of the Illinois Department of Economic Development, will lead a panel considering the next generation of industry professionals with a focus on best practices, lessons learned and strategies for success.

Recruiting, Onboarding and Training in a Virtual Environment

Gatlin E2

PRESENTER: **Amber Tyson**, Absolute Storage Management

Are you closing the doors on great candidates by continuing with old methods of recruiting, onboarding and training? Are you still relying on the in-person model? After a year and a half of limited contact with new hires, we've had to think outside the box on hiring and training in a world that was operating virtually. And, with the turnover high in all industries, we have to nail the recruiting and training process. This session will review best practices for moving your recruiting, and training to a virtual environment while keeping your new hires engaged and excited.

Reshaping Your Business and CX with Voice Innovations

Gatlin E3

PRESENTERS: **Alissa Stoeckel** and **Scott Worden**, CallPotential

Voice is the next big thing. From simple commands to predictive AI, it's no wonder why retail, healthcare, and other large industries have already implemented it in some form. Self storage is now following in their footsteps. New voice innovations are being adapted across our industry to improve the business-customer interaction using intelligence like customer/lead detection, call routing and more. Attend this session to learn about the implementation of voice technology in self storage, and how to enhance your business and tenants' experience using it. We'll cover:

- 🌸 The benefits of conversational intelligence and IVR
- 🌸 PCI Compliance
- 🌸 How voice technology can work as a lead rescue tool
- 🌸 And more!

Crossing the Finish Line with New Construction

Gatlin E4

PRESENTER: **Todd Rudniansyn**, Neighborhood Storage

The months, weeks, and days approaching certificate of occupancy on a new facility or expansion can be tumultuous, complex, and downright nerve-racking. Having a defined and strategic game plan for dealing with local jurisdictions, contractors, vendors, employees, and customers as you approach opening your new site or expansion can make the process smoother and less complicated. This session will highlight some of the common pitfalls associated with new construction projects, review useful workarounds for potential issues, and share some tips, tricks, and best practices to help ensure that you achieve your certificate of occupancy and facility opening with fewer headaches and a clear roadmap to lease-up.

4:45p – 5:00p

Break



CONFERENCE SCHEDULE

(subject to modification)

THURSDAY, MARCH 10 (continued)

5:00p – 5:45p

Concurrent Educational Sessions

Financing Your Self Storage Business in 2022

Gatlin E1

PRESENTER: **Gregory Porter**, Summit Real Estate Advisors Inc.

This session provides a former lender's insight for self storage mortgage financing and will supply self storage owners with actionable advice to best prepare for the financing process relating to both the physical condition of their properties as well as their financial documentation and achieve the best possible terms regardless of lender. We'll compare various financing options and circumstances where each financing type is best suited. You'll learn:

- ✿ The importance of a self storage owner's mortgage financing terms and how they will directly impact their investment's returns more significantly than any other factor or activity performed during the entire ownership cycle.
- ✿ Why it's critical for self storage owners to proactively address deferred maintenance on their property before they start the loan refinance process.
- ✿ How a self storage operator should prepare their operating statements before refinancing their facility.
- ✿ The most common mistake made by self storage owner when submitting a loan proposal to lender: not updating their personal financial statement.
- ✿ Various mortgage loan options for self storage owners, including SBA loans, commercial bank loans, life insurance companies, credit unions, CMBS, and specialty finance companies.
- ✿ About post-COVID-19 financing impacts, and "COVID-19 Self Storage Silver Lining."

Go All In: Digital Marketing Strategies to Bet on When the Storage Bubble Bursts

Gatlin E2

PRESENTER: **Lisa Ash** and **Amird Caballero**, G5

Leverage the current "times are good, occupancy is high" market opportunity (and stay ahead of eventual market shifts) by dialing your digital marketing strategies. We'll see your high occupancy and we'll raise you insight on experiences from self storage peers, backed by G5 data that shows which digital marketing channels lead to conversions, and how the self storage renter's journey has shifted.

Is Running an Unmanned Facility Right for You?

Gatlin E3

PRESENTERS: **Eppie Vojt**, Storable
Brad Minsley, 10 Federal

Over the last few years, more and more operators have been utilizing automation to simplify their daily operations and focus on the thing that matters more—growing their business. Whether you're contemplating going fully unmanned or just want to consider automating a few daily tasks this session is for you. Brad Minsley, co-founder of 10 Federal Self Storage and DaVinci Locks will join Eppie Vojt, Chief Product Officer of Storable to share their experience in operating and supporting unmanned facilities and practical tips for those exploring new automation options. In this session, Brad and Eppie will share:

- ✿ Why Brad decided to pursue unmanned facilities originally
- ✿ What being unmanned really means
- ✿ Key lessons learned along the way
- ✿ Financial gains achieved through unmanned facilities
- ✿ Questions you need to answer to decide if this is the right course for your business
- ✿ Investments you need to consider to make unmanned a reality

5:00p – 6:00p

SSA Women's Council Networking Session

Gatlin E5

Generously sponsored by



6:00p – 7:30p

WELCOME TO ORLANDO RECEPTION

Gatlin Terrace

Lots of good food, beverages, and great networking for all registered attendees.

Generously sponsored by **Forge Building Company** ✿ **Moody's Analytics CRE** ✿ **S3 Partners**
Store Space Self Storage



CONFERENCE SCHEDULE

(subject to modification)

FRIDAY, MARCH 11

7:00a – 10:30a **SSA Café** (includes breakfast 7:00a to 8:30a) **Gatlin A1/A2/A3**

Generously sponsored by **MOODY'S** | **CRE**
ANALYTICS

7:30a – 11:30a **SSA Membership * Products–Services Booth * State Associations** **Gatlin Foyer**

8:00a – 8:45a **Concurrent Educational Sessions**

12 Reasons Social Media Marketing is Important for Your Self-Storage Business **Gatlin E1**

PRESENTER: **Jessica Johnson**, Storage Business Owners Alliance

Social media allows marketers to connect and engage potential customers where they are at: LinkedIn, Twitter, Youtube, Facebook, Instagram, and even some of the younger platforms like TikTok. With a strong social media strategy and the ability to create engaging content, marketers can engage their audience appropriately. Learn about these 12 important reasons social media marketing is important for your business:

1. Build Brand Awareness
2. Generate Leads
3. Nurture Leads
4. Implement Social Listening
5. Connect Social Posts to Opportunities
6. Measure Marketing Efforts
7. Build Brand Authenticity
8. Drive Thought Leadership
9. Grow Your Audience
10. Build a Community
11. Generate Unique Content at Scale
12. Stay Top of Mind with your Tenants

Taxes Just Went Up—Learn Strategies and Tips to Keep Them Down **Gatlin E2**

PRESENTER: **Warren Dazzio**, CSSI- Cost Segregation Services Inc.

Face it... taxes just went up. Learn tips and strategies to reduce your tax burden even as tax rates continue to increase. We will cover numerous strategies to help reduce your federal tax burden. Detail the newest strategies available like partial asset dispositions, removal cost write-downs, Qualified Improvement Property and capital to expense reversals. Learn little known IRS Safe Harbors and how a Cost Segregation Study can provide building systems data to help you maximize what you can expense with the ratio test. Then once you must capitalize, learn how to use a Cost Segregation Study to Capture Section 179 or 100% Bonus Depreciation on your facility. Learn how to plan renovations and improvements on your facility to include labor, materials, and tax to maximize your tax benefit and possibly pay for the cost of your renovations.

**SSA Updated the Lien Laws—
Now You Have to UPDATE Your Leases and Processes** **Gatlin E3**

PRESENTER: **Lonnie Bickford**, StorageAuctions.com / Appletree Storage

Come see how the industry has evolved with all of the new lien changes, and you might think that just changing your process for the lien is all you have to do. In most cases there are also changes that you need to do to your leases or different processes you need to accommodate due to the change in the lien laws. Come learn from an industry self storage owner, who has helped change many lien laws and is an advocate for owners to help bring positive change to our industry.

- * Certified to verified mail
- * Advertising: Newspaper to free online
- * Leases

Technology from an Operator's Eye View **Gatlin E4**

PRESENTER: **Jennifer Shaver**, Janus International

We know how technology providers feel about technology, but how do owner/operators say it affects their business? What do they see when they are onsite? Is it truly accepted by customers? This session will show you an unfiltered view and response to technology.

8:45a – 9:00a **Break**



CONFERENCE SCHEDULE

(subject to modification)

FRIDAY, MARCH 11 (continued)

9:00a – 9:45a

Concurrent Educational Sessions

How to Develop a Successful RV & Boat Storage Facility

Gatlin E1

PRESENTERS: **Robert Hayworth**, Baja Construction Co. Inc.

In this session, you'll learn what works and what doesn't with RV & Boat Storage, from Bob's 40 years of experience in building these types of projects. We'll cover:

- ✿ Determining the criteria of the land
- ✿ How to get through the approval process?
- ✿ Current trends in the market
- ✿ How to design and build your facility including amenities?

Overcoming Employer Challenges

Gatlin E2

PRESENTER: **Lisa Pyle**, Real8 Group

There are many challenges that employers face and it's not getting any easier, especially when it comes to hiring. How do you overcome issues with hiring and employee retention? What is the best way to negotiate salary? How do you attract employees? Should employees come back into the office or work from home? What about Covid mandates? The list of questions could go on and on. Lisa Pyle, Partner, at Real8 Group (an executive search firm within the real estate and self-storage industries) will discuss solutions and strategies for dealing with some of the biggest challenges that employers face today.

How a Labor Shortage Impacts Self Storage: Building an Effective Solution

Gatlin E3

PRESENTER: **John Traver**, XPS Solutions

What has affected every business vertical is also affecting the self-storage industry. Finding reliable team members to represent the facility is always challenging, but now facilities must contend with post-pandemic staffing shortages. The knee-jerk response is to be touchless. But this session guides the participant through the advantages of a balanced, high tech, high touch strategy, including demonstrating other verticals succeeding from this effort. This session will discuss methods, techniques, and processes to help your facility strike that balance between high tech and high touch, driving occupancy and cap value.

The Best of Both Worlds (Live & Online Auctions)

Gatlin E4

PRESENTERS: **Tony Johnson**, SelfStorageAuction.com
Jack Ballentine, Hammer Down Auctioning Company

In this session, we'll discuss how the two options for auctions have merged to create best practices for self storage operators and their lien process. We'll also discuss the new tools available to make them better and more efficient and how the tools of online auctions have benefited the industry.

9:45a – 10:00a

Break

10:00a – 11:15a

Closing General Session

Gatlin B

Live from Orlando: The Self Storage Legal Network's Legal Power Hour

PRESENTERS: **Carlos Kaslow** and **Scott Zucker**, Self Storage Legal Network

A Q&A session for owners and managers addressing the latest legal and regulatory developments impacting the self storage industry. 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 sticking around for free legal information brought to you by the Self Storage Legal Network.



ROUNDTABLE DISCUSSIONS

(subject to modification)

THURSDAY, MARCH 10 | 2:45p – 3:45p | GATLIN A1–A3

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.

TABLE 1 INCREASE REVENUE AT YOUR FACILITY USING RELOCATABLE UNITS Relocatable units are a fast and easy way to increase revenue by utilizing the land you already have. Use these movable units to line fences, fill empty lots and easements, and much more. They are fully customizable, easy to install, and last for decades. Interested in learning more? Join us to discuss this versatile product, and learn how it can benefit your business. **BOXWELL, LAURA BROOKS AND KIM PETERSON**

TABLE 2 THE IMPORTANCE OF COMPANY CULTURE Why does company culture matter? How do you create an engaging work environment? We will discuss CubeSmart's approach and best practices related to company culture and values. There are many focal points you should consider when shaping your internal culture that transcends to the outward facing customer. We'll review the key points that CubeSmart aims for that has proven to be successful with fostering excellent customer service on the foundation of strong values. **CUBESMART, JACKIE HOGAN**

TABLE 3 LEARN FROM YOUR PEERS: HOW OTHER INDUSTRIES LEVERAGE DATA TO UNDERSTAND MARKETING IMPACT Every industry has unique marketing challenges, but data can help us understand how to move the needle and connect with qualified, move-in ready renters. In this roundtable, we'll look to other industries to unlock insights about marketing attribution tactics that translate well to self storage. Learn how marketing attribution and data can lighten the load for your on-site team, all while optimizing your digital advertising spend, and proving marketing performance. **G5, WILL HARLAN**

TABLE 4 RENOVATIONS Renovating Older Facilities for Better Safety, Functionality and Value. **JANUS INTERNATIONAL, TROY BIX**

TABLE 5 SELF STORAGE VALUES THROUGH THE DEVELOPMENT PROCESS IN TODAY'S MARKET Discuss how to value new developments from day one to stabilization. Discuss how to evaluate during seasonal rental changes and looking what affect new competition has on a developers site. **MARCUS AND MILLICHAP, BRETT HATCHER**

TABLE 6 WEBSITE METRICS THAT MATTER: HOW TO BENCHMARK YOUR PERFORMANCE From searchability to credibility and new prospects to closed sales, your website is essential to your ability to do business with today's self storage consumers. But if your website can't compete it can quickly mean less traffic, unhappy users, lost revenue and reputation. In this session, participants will: • Learn what top-level metrics are critical to benchmark to measure website success • Review top industry websites against key performance metrics • Explore strategies to leverage these learnings to benchmark your site and find the most effective traffic channels • Uncover unknown competitive advantages and discover the most effective ways to improve their website performance. **OPENTECH ALLIANCE, INC., KRISTI ADAMS**

TABLE 7 MASTERING SECURITY IN A GROWING PORTFOLIO Our industry is seeing record growth by acquisition and new construction. How can growth-oriented operators turn operational activities into a competitive advantage to thrive in increasingly saturated markets? Join us in this roundtable as we dive into how operators can seamlessly merge their new acquisitions and builds into existing portfolios and in an enterprise-level approach to security. Topics to include: Determining the appropriate level of security for individual builds • Reduce exposure to operational disruptions • Efficiencies from standardizing security footprints, reporting, and deployments • How to effectively manage multiple properties via automation and visualization tools. **PTI SECURITY SYSTEMS, RYAN STEWART**

TABLE 8 IS RUNNING AN UNMANNED FACILITY RIGHT FOR YOU? Over the last few years, more and more operators have been utilizing automation to simplify their daily operations and focus on the thing that matters more—growing their business. Whether you're contemplating going fully unmanned or just want to consider automating a few daily tasks this session is for you. Join us as we discuss the questions you should be asking yourself in order to decide if an unmanned facility is right for your business. In this roundtable session, we'll review: What does being unmanned really mean • Key advantages to being unmanned • Downsides to being unmanned • Possible financial gains • Investments you need to consider to make unmanned a reality. **STORABLE, JAMES RENOUF**

TABLE 9 HOW TO REACH, RETAIN, & CAPTURE THE MILLENNIAL CUSTOMER Create appeal, trust, and use your current tools to gain and retain the millennial customer. **U-HAUL SELF-STORAGE AFFILIATE NETWORK, EDDIE MOLENA**

TABLE 10 MORE BANG FOR YOUR BUCK: OPTIMIZE CLAIMS REPORTS TO IMPROVE BUSINESS OPERATIONS If you use tenant insurance, chances are you receive a report on the status of your claims each month (or at least you should). These reports do more than tell you if there's been an uptick in vermin claims. They can help you establish key performance indicators (KPIs) for your business. In this session, we will further discuss how to optimize your claims reports for day-to-day facility operations. **XERCOR INSURANCE SERVICES LLC, ANASTASIA MALAGISI**

TABLE 11 HOW TO CREATE A SAVVY TECH STACK Discuss the role of technology in overcoming operational challenges • Learn how a single connected solution can save time and reduce your IT burden • Learn how to create a seamless digital experience for tenants and staff • Discuss the importance of data security. **YARDI BREEZE, ANDREW JONES**

TABLE 12 DOES YOUR PROPERTY NEED AN EMERGENCY RADIO SYSTEM? Does your Property Meet New National Fire Communication Standards • How to test and survey your property • How to make your building compliant with new fire codes • Best practices for making your building compliant. **BDA SYSTEMS CO, RAUL PLA**



ROUNDTABLE DISCUSSIONS

(subject to modification)

TABLE 13 IN'S AND OUT'S OF GETTING A FEASIBILITY STUDY DONE What is a feasibility study? • Why should a storage owner/investor get one when sourcing land for new development? • What should the feasibility include? • Pros/cons of doing it yourself vs. hiring an expert? • If hiring a feasibility expert, what criteria should you seek? • What's the range of costs to hire someone to conduct a feasibility study? • In the end, what should the study help the owner/investor accomplish? **BMSGRP SELF STORAGE CONSULTING, ERIC BLUM**

TABLE 14 THE ERA OF HYPER-AUTOMATION In this roundtable, we'll discuss how software as a service, software with a service and data science is changing the landscape of business and self storage today. We'll share our unique perspective on industry trends, technology and how data and automation is redefining the future in self storage and more over in real estate. **AI LEAN INC, FREDRIK VELANDER**

TABLE 15 HOW ONE OPERATOR LAUNCHED AN IN-HOUSE CALL CENTER WITH ONLY 10 LOCATIONS AND TOOK CONTROL OF THEIR SALES Join this operator-led session where we discuss everything you need to know about starting an in-house call center: Defining Different Call Center Structures • Tools Needed for a Successful Call Center in 2022 • Why over 40% of the Top 100 Operators Have One (and growing!) • Why you Don't Need to Be a Top Operator to Benefit • What to Consider Before Getting Started **CALLPOTENTIAL, PHIL MURPHY**

TABLE 16 IN THE DARK ON GOING GREEN In this roundtable, we'll discuss: Fastest and most economical way to become energy efficient • Utility companies help you pay for your energy projects • Tax Savings that offset the cost of energy projects • Controls that will save even more energy • Fire Life Safety Products that can save you money. **CSSI ENERGY SERVICES, BRIAN LILES**

TABLE 17 DATA DRIVEN DECISIONS: THE RIGHT TOOLS FOR THE JOB The biggest risk in self storage is projecting rents. There are a number of providers of data, each with their own strengths. This roundtable will focus on what kind of data is needed and where to get it. Each turn of the table could produce different discussions...development, acquisition, disposition or operations..."What's in YOUR wallet?" **GATORPACK STORAGE, RK KLIEBENSTEIN**

TABLE 18 UNMANNED FACILITIES AND OVERCOMING LABOR OBSTACLES With over 20 years of experience in owning and operating unmanned facilities, we have first-hand experience and case studies on what does and doesn't work at American Storage South. With the increase in WFH roles and the hesitancy to take jobs that require being on-site brought on by the pandemic, we've found a progressive and integrative way to operate multiple facilities remotely while still seeing and greeting every tenant and potential customer that comes through our doors. We want to open the floor for those who are hesitant about moving in the direction of our industry's future and provide information, feedback, and solutions for those willing to take that next step. **KISS SOLUTIONS, MASON SHAW**

TABLE 19 SBA FINANCING FOR YOUR SELF STORAGE PROJECT What is an SBA product? • SBA products available for self storage projects • Types of deals you can finance through SBA financing • Deal Structures and terms for each product • Eligibility requirements for each product **LIVE OAK BANK, BISHESH SHRESTHA**

TABLE 20 HOW TO DRIVE MORE SALES INTO YOUR 100% OCCUPIED FACILITY I'm 95% full. Now what? Let's discuss additional profit centers where self storage is primed to succeed. Let's grow your walk in traffic. Let's increase the word-of-mouth about your facility. **ON THE MOVE, CJ STRATTE**

TABLE 21 BUYING AND SELLING IN THE SECONDARY AND TERTIARY MARKETS What you will learn: What is a secondary and tertiary market and why are they attractive to investors • Gain an understanding of the continued compressed cap rates and increased valuations in the rural areas and the market outlook • Understand how to determine true market price/rental rates and the often irrelevance of competition's pricing • Reasons other than selling that you should understand your property's valuation in today's market **SAULS STORAGE GROUP, LLC, JANE SAULS**

TABLE 22 SUCCESSION PLANNING FOR SELF STORAGE BUSINESSES Join these industry legal experts to learn the importance of a succession plan and what you need to consider when putting it together. **SELF STORAGE LEGAL NETWORK, CARLOS KASLOW AND SCOTT ZUCKER**

TABLE 23 DEVELOPMENT OPPORTUNITIES-COSTS, AND RISKS Join us for a meetup and discuss all things impacting bringing new projects out of the ground in 2022 and beyond. Construction costs, land costs, zoning, entitlement, permitting delays, supply chain issues, construction debt, unit mix decisions, and underwriting in a fluid rental rate market. An open forum to discuss all the little 2% things that add up to a 100% completed development project can and will be discussed by those who are actively developing or want to actively develop in 2022. **SPARESPACE STORAGE, HOWARD PRYOR**

TABLE 24 MARKETING FOR 2022 Join us for this roundtable to learn what you should be doing to market your facility in 2022. Share what top marketing tips you've learned from a better customer experience during contactless rentals to using data appropriately, let's discuss what you should be doing in 2022. **STORAGE ASSET MANAGEMENT, MELISSA STILES**

TABLE 25 SMART STORAGE UNITS—LEVERAGING TECHNOLOGY TO MEET TENANTS' NEEDS AND CREATE SUSTAINABLE REVENUE GROWTH What is a smart storage unit and what technology is required to upgrade your property? • Are Smart Units a want or a need? Understand the value tenants place on the connected lifestyle and peace of mind • Discover different strategies we can use to leverage this technology to improve profit • Learn how Smart Units can improve your operations and protect your facility **STORAGEDEFENDER, MARK CIERI**

TABLE 26 ACES IN THEIR PLACES! HIRING THE RIGHT MANAGER AND STAFF How and where to find good talent in today's troublesome job market • The importance of proper training programs for your team • Recognizing the key attributes your team should possess to be aligned with your company goals and vision • Strategies for retaining top talent **STORAGE BUSINESS OWNERS ALLIANCE, JESSICA JOHNSON**



ROUNDTABLE DISCUSSIONS

(subject to modification)

TABLE 27 SELF STORAGE MARKETING TOOLKIT It's easy to get lost in the world of "marketing!" For self storage owners and operators, it's important to know who your customers are, what strategies work for our industry, why they work - and which ones don't! In this roundtable, we'll cover: What does it look like to set up a strong marketing foundation? • What kinds of channels and strategies show the best results in our industry (SEO, social media, and paid ads) • What's the right kind of marketing for a small facility versus a large portfolio • What are the marketing tactics you don't need to worry about **STORAGEPUG, TOMMY NGUYEN**

TABLE 28 RV & BOAT MARKETS EXPLODE NATIONWIDE—THE NEED FOR QUALITY STORAGE FACILITIES FOR VEHICLES IS PARAMOUNT As more and more RV and boat owners look for the best place to store their vehicles issues of safety and security are critical. It's a perfect opportunity to increase your revenue by offering a safe, secure, and convenient, place for these owners to park their toys. Topics we'll cover are: Statistical information on RV/Boat sales and demographics • HOA regulations • The role ancillary products and services play in growing revenue, improving cash flow, and increasing valuation • Explore ancillary services offered including a Protection Plan that will cover RV/Boat/Vehicle parking, currently excluded from traditional programs. **TENANT PROPERTY PROTECTION, TONY NACCARATO**

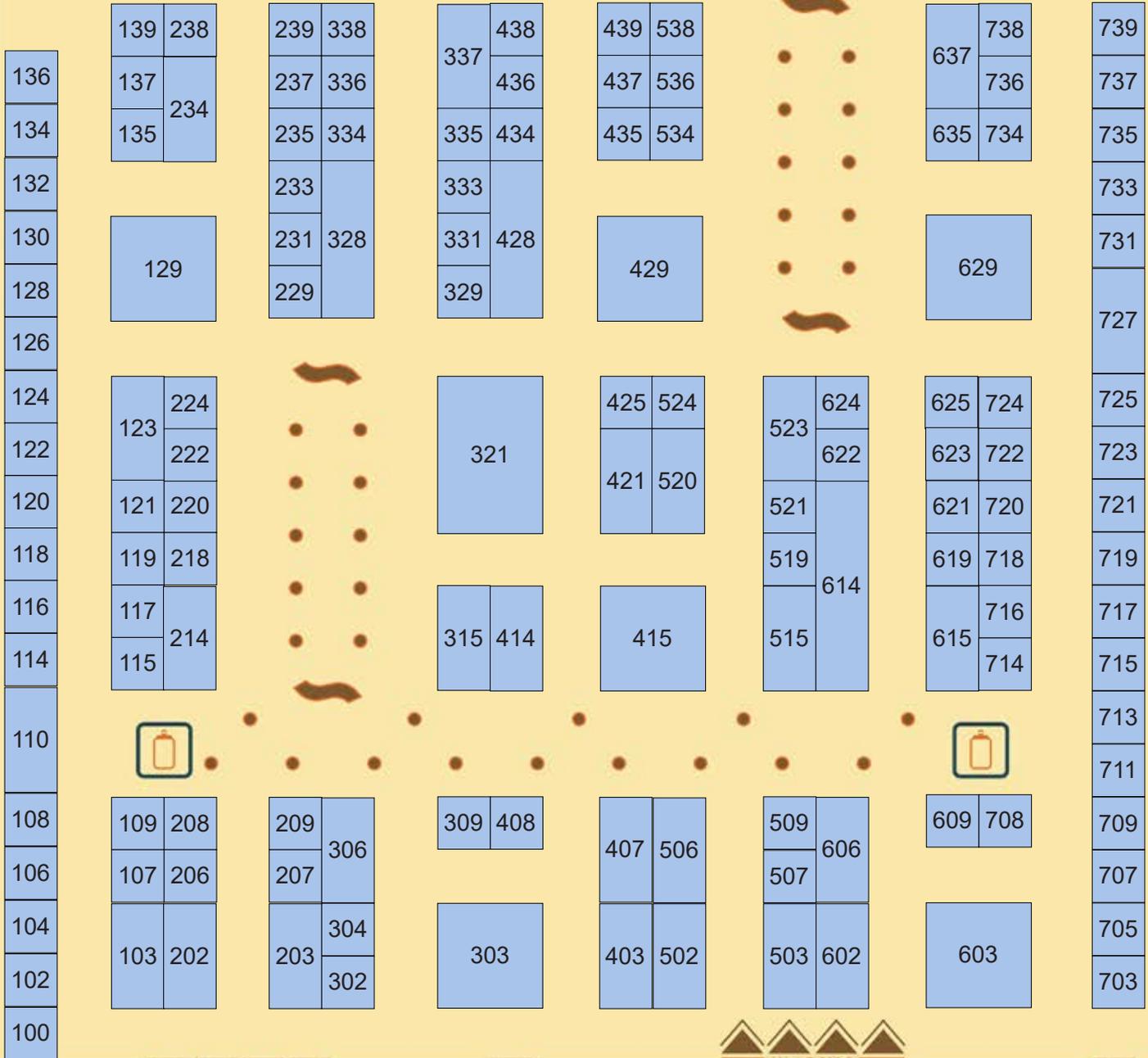
TABLE 29 DO'S AND DON'T OF ONLINE REVIEWS Online reviews have now become as important as your phone number, and your reputation is on the line! Savvy consumers are looking to the experiences of others who have tried your services before making a buying decision on whether to choose you, or your competition. Learn the do's and don'ts that will help keep you ahead of the pack and at the top of the list! It's your reputation, cultivate it! • Why are reviews so important anyway? • Bad or Fake review? Here's what to do! • Why you should reach out before you respond, • Tools to make review generating as easy as pie. **UNIVERSAL STORAGE GROUP, STACIE MAXWELL**

TABLE 30 PRICING AND RENT INCREASE BEST PRACTICES As the self storage business environment evolves and changes, it is important to keep abreast of the best ways to increase revenues and customer satisfaction when setting prices and carrying out rent increases. Topics discussed will include reviewing best practices for: 1. Determining the appropriate rent increase amount and frequency 2. Setting rates for new customers 3. Reacting, but not over-reacting to competitor price changes 4. Offering move-in promotions 5. Incorporating convenience into the price-setting process. **VERITEC SOLUTIONS, WARREN LIEBERMAN**



TRADE SHOW MAP

GATLIN C/D



ENTRANCE

KEY

- BAR
- RESTROOMS
- ATM
- DOORS
- SEATING



TRADE SHOW EXHIBITORS

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

A&E CONSTRUCTION CO.....	114	CUBESMART	606	MINICO INSURANCE	509
ABSOLUTE STORAGE MANAGEMENT.....	425	CUSHMAN & WAKEFIELD.....	506	MSI	108
ACT- ACCESS CONTROL TECHNOLOGIES	715	DAVINCI LOCK LLC.....	208	NEXPOINT STORAGE PARTNERS.....	302
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TRADE SHOW EXHIBITORS

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'Zap-It' Chalk & Grime Buster

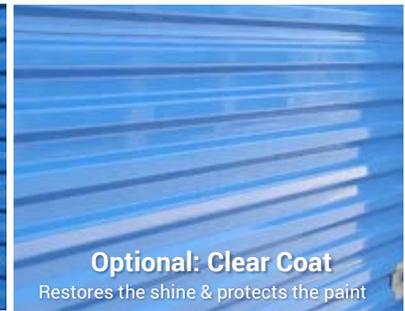
• Easily Clean Off Chalk, Grease and Grime • Leaves Doors Looking Clean & Refreshed



Chalky Door



Chalk Removed



Optional: Clear Coat

Restores the shine & protects the paint



1. Spray On

2. Brush In

3. Rinse Off

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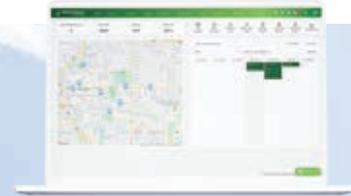
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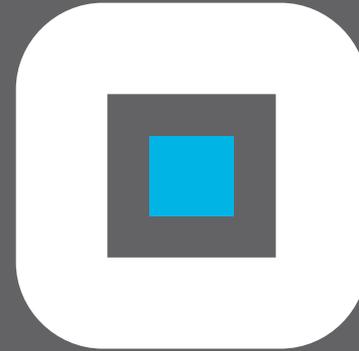
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