

WORKSHOP PROGRAM

SSA's 34TH ANNUAL SKI WORKSHOP

JANUARY 13-16, 2020 | THE CHATEAUX + STEIN ERIKSEN LODGE | DEER VALLEY, UTAH

Welcome to Deer Valley!

Thirty-four years ago, former SSA Chairman of the Board John Yelland (Yelland Properties, Irvine, CA) invited a handful of storage owners to gather for industry education, networking, and of course great skiing. Today, we have over 300 participants, and they still share the common workshop goals of that inaugural group.

Several of you have participated in many SSA Ski Workshops, and we're glad to have you with us again. For those of you who are first-timers ... Welcome! We hope you'll become a "regular" and return next year when we head to Whistler, British Columbia!

We have put together an impressive program for you and your guests. There is a good mix of educational sessions, networking opportunities, and leisure time incorporated into the next 3 days. We promise to keep our sessions on schedule so you can maximize your networking and leisure time.

As always, please wear your name badge during group functions. This helps everyone get to know each other and will be beneficial to you as you network with your peers and their guests.

Be sure to bring your registered guest(s) to the final session on Thursday afternoon, just prior to the reception and dinner. Our final session is always inspirational, motivational, and educational... the perfect lead-in to our final banquet.

Have a terrific time ... and thanks for coming!

DAN NIXON

2020 Chairman, SSA Board of Directors

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THE SSA FOUNDATION
AND OUR 2020 SKI WORKSHOP SPONSORS

More information at selfstorage.org



PROGRAM OUTLINE (SUBJECT TO MODIFICATION)

MONDAY, JANUARY 13

- 5 pm** **Welcome Reception** - *Impressionist Ballroom (Chateaux)*
Plenty of networking, food, and beverages. Pick up your registration packet and mingle with colleagues.
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TUESDAY, JANUARY 14

- 6:30a** **Yoga and Stress Reduction** - *Courchevel Ballroom (Chateaux)*
Relax, release stress, and energize yourself in this popular Ski Workshop activity. Registered guests are also welcome.
- 7:30a** **Hot Breakfast Buffet** - *Impressionist Ballroom (Chateaux)*
If you arrived too late for the reception, you may pick up your workshop materials this morning at breakfast.
- 8:30a** **Welcome and SSA News** - *Impressionist Ballroom (Chateaux)*
- 8:45a** **Keynote Address** - *Impressionist Ballroom (Chateaux)*
Unconventional Wisdom: Self Storage My Way
H. Michael Schwartz, *SmartStop Asset Management LLC*
- 9:30a** **Panel Session - The Self Storage Market** - *Impressionist Ballroom (Chateaux)*
Panelists: **Barbara Denham**, *REIS/Moody's*; **Chris Nebenzahl**, *Yardi*
- 10:15a** **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!
- 5:30p** **Cocktail Reception** - *Impressionist Ballroom (Chateaux)*
Celebrate this great event! Spend some time with other attendees before heading out to dinner.
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WEDNESDAY, JANUARY 15

- 6:30a** **Yoga and Stress Reduction** - *Courchevel Ballroom (Chateaux)*
Another great session to start your day on a positive note!
- 7:30a** **Hot Breakfast Buffet** - *Impressionist Ballroom (Chateaux)*
- 8:30a** **Straight From the SSA Board** - *Impressionist Ballroom (Chateaux)*
Panelists: **Tim Dietz**, *Self Storage Association* (Moderator)
Charles Byerly, *Westport Properties*; **Dan Nixon**, *The Paragon Group, Inc.*;
Alyssa Quill, *Storage Asset Management, Inc.*; **Jefferson Shreve**, *Storage Express*
- 9:30a** **Self Storage Economic Outlook** - *Impressionist Ballroom (Chateaux)*
Christopher Thornberg, *Beacon Economics LLC*
Join us for Dr. Christopher Thornberg's take on market trends and concerns for our industry and developments in the real estate cycle we need to watch.
- 10:30a** **Skiing and Leisure Activities**
By popular demand: The rest of the day is open for attendees to hit the slopes, practice for the big race, shop, go snowmobiling, or just relax in the Spa before heading out to dinner.

THURSDAY, JANUARY 16

6:30a **Yoga and Stress Reduction** - *Courchevel Ballroom (Chateaux)*

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

7:30a **Hot Breakfast Buffet** - *Impressionist Ballroom (Chateaux)*

8:30a **Roundtables** - *Impressionist Ballroom (Chateaux)*

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

9:30a **Changes in the Wage & Hour Landscape** - *Impressionist Ballroom (Chateaux)*

Speaker: Sonia Anderson, Labor and Employment Attorney, Husch Blackwell

10:30a **Skiing and Leisure Activities**

5:15p **Closing Speaker** - *Impressionist Ballroom (Chateaux)*

Nikki Stone

At the Olympic Winter Games in Nagano, Japan, Nikki Stone became America's first-ever Olympic champion in the sport of aerial skiing. What made this performance so unbelievable was the fact that less than two years earlier a chronic spinal injury prevented her from standing, much less walking or skiing off a twelve-foot tall snow jump that launches aerialists fifty feet into the air. Join us as she shares her inspirational story.

6:30p **Closing Reception and Dinner** - *Stein Eriksen Ballroom (Stein Eriksen Lodge)*

Lots of fun and some more great networking! This special event is included in your registration fee.

Take our survey:

*Just scan this
QR code to begin*





THANKS AGAIN TO OUR 2020 SKI WORKSHOP SPONSORS



SSA extends a sincere thank you to the Ski Workshop Committee, the SSA Board of Directors, and to all of this year's workshop attendees for helping us to have another successful event!

Please take a few minutes, either during the Workshop or upon your return home, to complete the Ski Workshop Evaluation Survey by scanning the QR code below. We will begin putting together our next program in a few months and your input is extremely important to us. See you in Whistler, B.C. in 2021!

Please take a few moments to complete our 2020 Ski Workshop survey:

