

45
YEARS



OF INDUSTRY
LEADERSHIP &
EXPERIENCE

SSA 2020 FALL CONFERENCE

SEPTEMBER 8 – 11 ◆ DELIVERED ONLINE

Celebrating with an
Unprecedented Caliber of
Compelling and Relevant Content

REGISTER AT [SELFSTORAGE.ORG](https://selfstorage.org)



SSA'S 45TH ANNIVERSARY 2020 FALL CONFERENCE

Our program will feature Virtual Vignettes,
short enough to keep you engaged, long enough to keep you riveted.

Hello SSA Members!

We are sending positive thoughts for the health and wellbeing of you, your families, employees and businesses. This year, our collective spirit has been put to the test, and we as an industry have responded with tremendous compassion for the neighborhoods that we serve.

The Self Storage Association has heard from many of you; we understand that you are thirsty to meet, but not necessarily ready to accept the uncertainty just yet.

Planning for our industry gatherings involves significant preparation from our staff, board, volunteers, presenters and participants. Clearly it is evident that this September is too soon to hold an event where our group will be comfortable with travel and gathering, as strange as this reality is to accept.

We are particularly disappointed for our vendor members that a trade show is not possible this year. In our opinion, this is one area that cannot be ideally replicated virtually. Our board thanks all suppliers to self storage operators for the critical role they fill in helping our industry progress.

Our 45th Anniversary will be celebrated with an unprecedented collection of talent, with the help of the amazing technology we have all come to appreciate over the past few months. As you can see, your industry leadership is stepping up to help us maintain our sense of community and to reaffirm our resilience as never before.

Thank you for making plans to join us in this way, until we meet again.

◆ Tim Dietz and Dan Nixon



Tim Dietz
*President & CEO
Self Storage Association*



Dan Nixon
*2020 Chairman
Self Storage Association*

TUESDAY

September 8

MANAGERS SUMMIT

(included in your registration fee)

20 Questions in 2020

Anne Ballard and Stacie Maxwell
Universal Storage Group

This year has demanded quick adaptation, join us for this interactive session that addresses the relevant issues to this strange year for self storage managers. We'll cover:

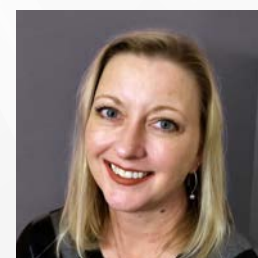
- ◆ New self storage inventory continues to arrive - Don't take your eye off of competing and winning
- ◆ When the going gets tough - Creative marketing & sales is more important than ever
- ◆ Retention during COVID - Facility Operations That Exceed Customer Expectations

Anne and Stacie will lead attendees through each of the topics while also giving training tips and best practices during the session. It's a great way to find out what your peers think, while learning from two of the best educators in the industry.

11:00 am - 1:30 pm EST



Anne Ballard



Stacie Maxwell

THE SELF STORAGE ECONOMIC SUMMIT

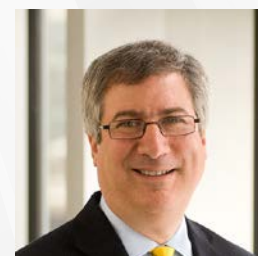
(included in your registration fee)

The SSA is excited to partner with the Large Owners Council who will be sponsoring this Economic Summit.

We are pleased to announce that this fall's Economic Summit will feature Dr. Richard Green, Chair of the University of Southern California's Lusk Center for Real Estate. "Dr. Green is widely admired for his tremendous background in real estate-related economics and tenure at several of the leading universities in the country," said LOC Chair Patrick Reilly, of Urban Self Storage in Seattle, Washington. "His take on the changing dynamics in real estate is an ideal way to kick-off SSA's week of online content for our industry," he said.

Richard K. Green, Ph.D. holds the Lusk Chair in Real Estate and is Professor in the Sol Price School of Public Policy and the Marshall School of Business. He recently finished a year as Senior Advisor for Housing Finance at the US Department of Housing and Urban Development, and as of July 1, 2016 became a Trustee of the Urban Land Institute.

2:00 pm - 4:30 pm EST



Dr. Richard K. Green

Sponsored by the
Large Owners Council



WEDNESDAY

September 9

FOUNDATION FORUM

ALL-STAR WEDNESDAY



Astronaut **Scott Kelly**

11:00 am - 11:30 am EST

The man who spent a year aboard the International Space Station will discuss maintaining your mental and physical health during isolating periods.

Political Analyst **Charlie Cook**

11:45 am - 12:15 pm EST

There will be no shortage of provocative developments this election year as the famed handicapper of *The Cook Report* returns with his take.



Retired Navy SEAL **Robert O'Neill**

12:30 pm - 1:15 pm EST

One the SSA's most popular speakers returns to our stage with remarkable stories and an encouraging, patriotic message.

REGISTER AT SELFSTORAGE.ORG

WEDNESDAY

September 9

CONCURRENT SESSIONS

2:00 pm – 2:30 pm EST

Understanding Your Consumer: An Annual Analysis of Self Storage Tenant Behavior Trends & Data Insights

Robert Chiti, OpenTech Alliance

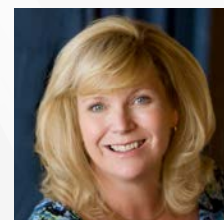
Many top companies consistently use data to drive their businesses - the self storage industry is no exception. The challenge to operators no longer lies in collecting data, but analyzing and leveraging those data insights to generate actionable business plans. Join us to explore insights and analytics from the 2019 Self Storage White Paper that will help you increase revenue, drive operational enhancements and create a stable, scalable platform for future growth. This comprehensive analysis of consumer trends in the self storage industry will provide data-driven, actionable insights to position your operation for success throughout 2020.



Operating Best Practices During a Pandemic

Carol Mixon-Krendl, SkilCheck Services

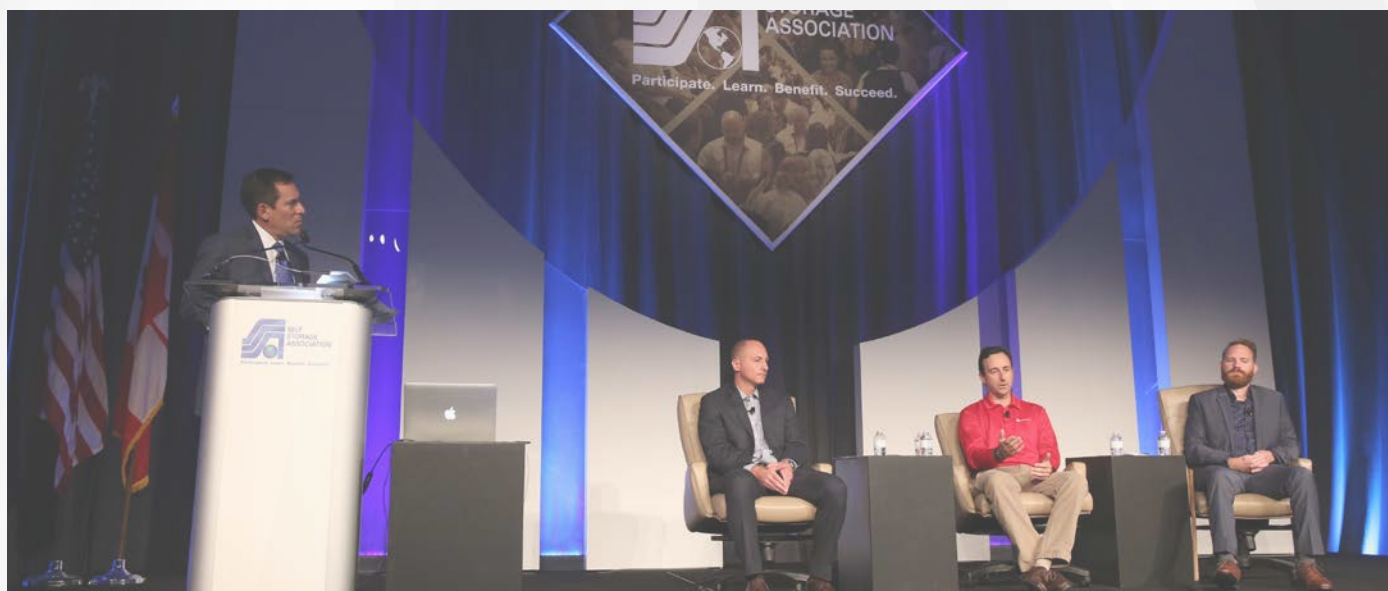
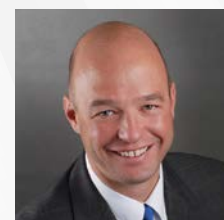
In these strange and ever-changing times, we're all looking for answers to what we should be doing, as self storage operators. Join self storage expert Carol Mixon of SkilCheck Services Inc. for a session that offers best practices to consider whether you operate one facility or a hundred and one.



Navigating the Buying and Selling Process During a Crisis Year

Ben Vestal, Argus Self Storage Advisors

The market has changed in 2020, and we will uncover the key points investors will need to navigate in order to be successful on today's self-storage investment market. We will discuss valuation, new development, financing, third party management and deal structuring. Secondary markets are no longer a secret - what should investors be looking for when evaluating secondary market properties? Attendees will learn about finding embedded value in a self storage property, the mechanics of proper deal underwriting, and how to create value in today's market.



WEDNESDAY

September 9

CONCURRENT SESSIONS

3:00 pm – 3:30 pm EST

Modern Smart Entry and Security Has Arrived Just in Time

Terry Bagley, Janus International

In the age of COVID-19, more than ever before, self storage operators need to know their options for security and access control into their facilities. How can you cut through the noise and understand what's really important for your facility? This session will walk you through the essential elements you need to know in order to retrofit your facility with modern smart entry and security. Advanced technology isn't just for flashy facilities—it's for everyone!

In this session you'll learn:

- ♦ How integrating smart entry at your facility elevates the customer experience
- ♦ Options for retrofitting your facility from entry points, to doors, and everywhere in between
- ♦ Best practices for utilizing smart entry technology in daily operations
- ♦ The bottom line advantages of retrofitting with smart technology



Property Taxes Uncovered

Jeff Humphrey, Devon Self Storage

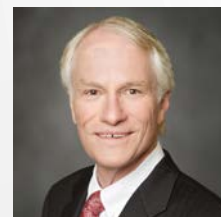
Property taxes are one of the largest and least understood expenses. This fast-paced, multi-state review explains how tax assessments are determined and how investment value is different from the tax assessment; understanding the process, what appeals are available and how to get results. Practical tips provided for buying, selling or financing a self storage facility.



Legal Issues with Contactless Rentals

Carlos Kaslow and Scott Zucker, SSLN

SSLN Attorneys Scott Zucker and Carlos Kaslow will discuss the benefits of contactless rentals and the steps that operators should take to avoid any legal pitfalls from this emerging practice.



THURSDAY

September 10

GENERAL SESSIONS

VIRTUAL VIP THURSDAY

Executive Roundtable: Checking in with the Public Company CEOs

11:00 am – 11:45 am EST

An Extraordinary Online Gathering of Every Public Company CEO in the Self Storage Industry: Join Joe Russell (Public Storage), Joe Shoen (U-Haul), Chris Marr (CubeSmart), Tamara Fischer (NSA), Joe Saffire (Life Storage) and Joe Margolis (Extra Space) as they offer personal insights on adapting during the 2020 crisis



Chris Marr, Moderator
President & CEO
CubeSmart



Joe Shoen
Chairman & President, AMERCO and
CEO & Chairman, U-Haul



Joe Russell
President & CEO
Public Storage



Tamara Fischer
President & CEO
National Storage Affiliates
SSA DIRECTOR



Joe Saffire
CEO
Life Storage
SSA DIRECTOR



Joe Margolis
CEO
Extra Space Storage

Panel Discussion: The Changing Storage Landscape

Marc Smith, Personal Mini Storage, **MODERATOR**
Cris Burnam, StorageMart
Chuck Gordon, Storable
Marc Boorstein, MJ Partners

Before coronavirus the industry was bursting with growth.
What does the future hold for self storage inventory in our new reality?

12:15 pm – 1:00 pm EST



THURSDAY

September 10

CONCURRENT SESSIONS

2:00 pm – 2:30 pm EST

Self Storage Success: Making Tax Reform Work For You

Bruce Johnson, Capstan Tax Strategies

In these unprecedented times, everyone is looking to improve cash flow. The Coronavirus Aid, Relief, and Economic Security Act (CARES Act) includes several provisions that allow taxpayers to revisit acquisitions and construction completed in earlier, more profitable years, and generate even more value. The CARES Act and Tax Cuts and Jobs Act (TCJA) have created a wealth of new opportunities for the savvy self-storage owner.

This recent legislation can help you keep your hard-earned profits, if you just know how to leverage it. The key is a thorough Cost Segregation Study – that's how these benefits can be obtained. This session will take a high-level look at everything that's important to self-storage owners in this new era including: Bonus and Qualified Property, Qualified Improvement Property (QIP), Section 179, Expensing and Dispositions, and of course Cost Segregation as the vehicle for tax savings. A number of self storage examples will be presented.



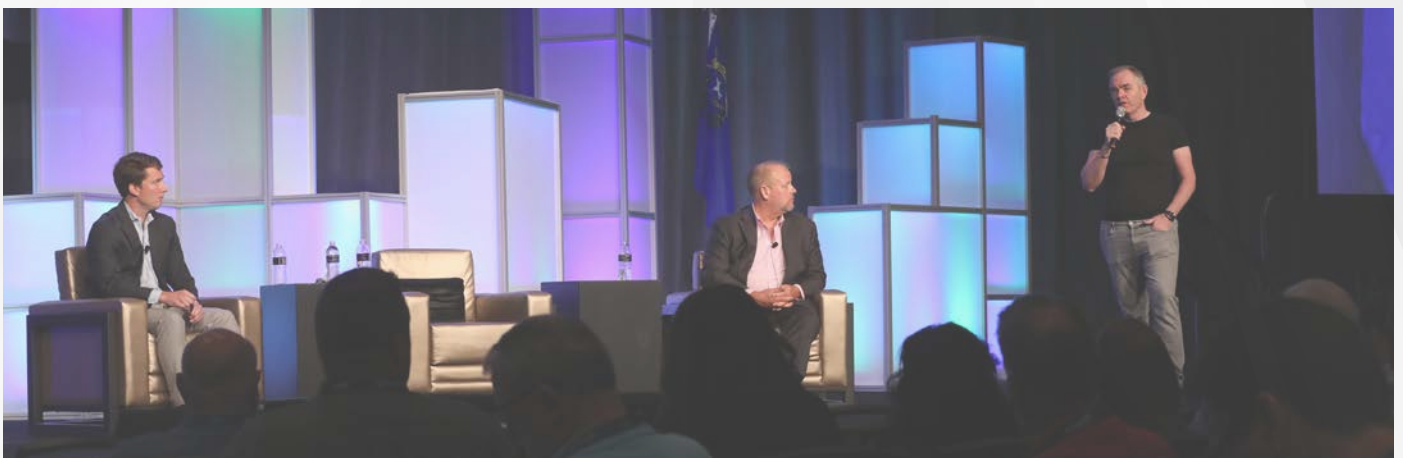
Helping Leaders and Staff Manage Stress In 2020

Jessie Lamb, Strat Property Management

A 2014 Nielsen survey says that 80% of employees reported being stressed, and 42% of employees have left a job at some point due to stress in the work place. We are left to wonder what those numbers would look like if they did the same survey in 2020? We are going through a very stressful time, and our staff and leaders are bringing that pressure to work. In this program attendees will be introduced to skills and strategies to manage their own stress, and ideas to promote stress management within their organization.

Stress Management:

- ◆ Identifying Signs of Stress
- ◆ Assessing Sources of Stress In Your Life
- ◆ Myths and Facts About Stress
- ◆ Simple Tips for Immediately Reducing Stress
- ◆ Promoting and Teaching Stress Management at Work



THURSDAY

September 10

CONCURRENT SESSIONS (CONT.)

2:00 pm – 2:30 pm EST

Moving Beyond Search: Digital Strategies that Help Drive Brand Awareness and Rentals

Melanie Thaden, GoLocal Interactive

Explore full-funnel digital marketing strategies that are more important than ever that actually work to help increase brand awareness, generate website traffic, and drive leads and rentals.

- ◆ What mediums are actually working in the storage industry
- ◆ How to use internal data and advanced audience strategies to help pinpoint your ads to your ideal customers and eliminate wasted ad spend
- ◆ Best practices for creating display and video creative



2020 Across the Pond

Rennie Schafer, Federation of European SSA's

Europe's Covid-19 experience preceded the states, and has been equally severe. How the industry has fared in the eyes of Rennie Schafer, Executive Director of FEDESSA, the Industry's European Trade Group.



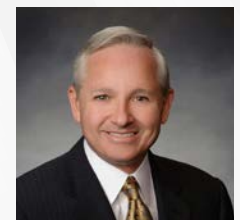
CONCURRENT SESSIONS

3:00 pm – 3:30 pm EST

What Does Prop 15 Mean to California Operators?

Rob Lapsley, President of the California Business Roundtable

This session will be an update about the coming vote that could raise your taxes dramatically for years to come. If you have facilities in the Golden State, you can't miss this session on protecting your investment this November.



Solar Success: Leveraging Energy Systems to Increase Profit and Property Value

Mat Elmore, Pivot Energy

Self storage facilities are a prime candidate for solar energy systems. As a result of dramatic cost reductions and improved policies across the country, investment in solar energy systems is one of the best ways to reduce operating costs and increase profits and property values for self storage owners and operators. Mat will share his experience in developing hundreds of rooftop solar energy systems and discuss how self storage owners and operators can benefit from onsite renewable energy.

- ◆ When and Why to Consider Solar
- ◆ How Solar Technology Work
- ◆ Return-on-Investment and Financial Metrics
- ◆ Self Storage Solar Energy Case Studies



REGISTER AT SELFSTORAGE.ORG

THURSDAY

September 10

CONCURRENT SESSIONS (CONT.)

3:00 pm – 3:30 pm EST

What's Happening to Facility Values? Understanding, Calculating and Increasing Facility Value

Clair Hoover, Freedom Storage Management

Successful storage owners recognize the incredible opportunities of creating additional value in their storage facilities, particularly in these trying times. In this session, we'll explore different ways of calculating facility value, ways to increase net operating income, and the financial impact of these improvements. We'll cover:

- ♦ Understanding different property valuation techniques
- ♦ Mastering valuation calculations
- ♦ Increasing Net Operating Income
- ♦ Impact of rate management
- ♦ Finding optimum occupancy



Your FAQs About Digital Marketing Answered

Tommy Nguyen, StoragePug, MODERATOR

Will Harlan, G5

Christina Alvino, FineView Marketing

Melissa Stiles, Storage Asset Management

Holly Fiorello, CallPotential

The digital marketing landscape is rough and often a tough terrain to navigate. Join the industry's digital marketing experts as they answer their most frequently asked questions from self storage clients. It will be a fun session that will also raise your marketing game in today's new world.



FRIDAY

September 11

CONCURRENT SESSIONS

11:00 am – 11:30 am EST

The New Era in Self Storage Project Due Diligence

RK Kliebenstein, Coast-to-Coast Realty Advisors

Self storage is not as simplistic as some would have you believe, especially this year. Developing a project and doing it correctly is always an expensive and complex process when done correctly, particularly with the challenges we're seeing in 2020. The risks are very high and the rewards compelling. Cutting corners is a recipe for project failure. In this session, focus will be on these key areas:

- ♦ Overall Strategy
- ♦ Exit Strategy
- ♦ What to build
- ♦ Where do I build - Market Selection
- ♦ Site Selection
- ♦ Capital Stack
- ♦ How do I know if the project has the best chance of success?
- ♦ Who is on my team?
- ♦ How do I find the right people?
- ♦ When do I abandon the project?

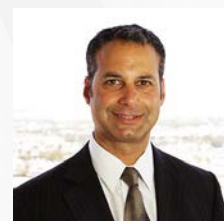
Finding the "right" location and project is very difficult, and in fact, a lot more sites/projects will fail the test than pass. Success, however, is very sweet... an accomplishment worth considering. Do I do it again?



Prevails and Pitfalls of E-mail and Affordable E-Sign in the Self Storage Industry

Zafar Khan, RPost

In this session, we'll discuss the prevails and pitfalls self storage industry has encountered as it works to digitally transform operations. E-Signatures now need to be able to accommodate in-store and remote e-signing --- and with everything electronic, must be affordable at scale. Email is quick, easy, and inexpensive. Paper, mail, certified mail, and managing mail green card receipts is cumbersome and expensive. Trends are to digitally transform operations. Better operations reduces operator costs, increases operator revenue and therefore increases operator overall enterprise value. Done right, proof of email notice delivery and recording e-consent can speed business, reduce cost, speed recovery of uncollectables, and speed resale of unresponsive space. Done wrong, without regard to compliance with state and federal lien, e-sign, and notification laws, may save time now but will likely cost big in the future. Learn from experts, platforms, and operators about what works and what to avoid.



Auditing Your Self Storage Facility

Magen Smith, Atomic Storage Group

Learn how to audit your storage property like a pro! Go beyond looking at locks to dig deep into the data of self storage to audit for theft, operational improvements and opportunities for making more money. Even in these uncertain times, the basics for auditing remain the same.



REGISTER AT SELFSTORAGE.ORG

FRIDAY

September 11

CLOSING GENERAL SESSION

A-LIST FRIDAY

12:00 pm – 1:00 pm EST

Straight From the SSA Legal Department

Joe Doherty, SSA SVP, Chief Legal & Legislative Officer

Daniel Bryant, SSA Legal & Legislative Counsel

They have been on top of every legal development during this extraordinary year, ensuring storage operators understood their rights and the swiftly changing pitfalls. Joe and Daniel will address everything from keeping your facility and project active, to making the right decisions in the collections process.



Joe Doherty



Daniel Bryant

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Affiliates \$299

Non-Members \$499

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