



SELF
STORAGE
ASSOCIATION

Participate. Learn. Benefit. Succeed.



2026 Fall Conference & Trade Show

Aria Resort & Casino, Las Vegas
September 8-11

CLICK OR SCAN TO
**REGISTER
NOW**



CONFERENCE SCHEDULE

2026 Fall Conference & Trade Show

OPTIONAL EVENTS

TUESDAY, SEPTEMBER 8 • 1:00 – 4:00 PM

Self Storage Land Use Summit

SEPARATE FEE REQUIRED

FROM SITE SELECTION TO STABILIZATION

A fast-paced, high-impact session covering the most critical land use, entitlement, and development considerations in today's self storage environment. The summit will include a market overview with SSA's Daniel Bryant and Chelsea Glass and building code expert Andrew Klein; sessions on "Site Selection & Feasibility that Actually Works" with Stephen Bourne, One Element Consulting LLC; "Construction Cost Trends" with ARCO/Murray; and a panel session called "From Dirt to Doors - What Actually Happens."



Self Storage Managers Summit

SEPARATE FEE REQUIRED

MANAGERS MASTER CLASS 201: FROM DAILY OPERATOR TO REVENUE-DRIVING LEADER

Great managers are not just the people who unlock the office, answer calls, walk the property, and put out fires all day. Great managers know how to lead. They know how to protect revenue, coach their teams, handle tough conversations, spot problems early, and create a better tenant experience without letting standards slip.

This next-level session builds on the practical fundamentals of the original Managers Master Class from SSA Fall 2025, and takes the conversation higher. Instead of focusing only on the basics, Managers Masterclass 201 is all about helping managers think bigger, lead stronger, and perform at a higher level. Because in today's self storage environment, being busy is not enough. Managers have to be sharp, confident, consistent, and able to influence results.

Through real-world examples, practical strategies, and take-back tools managers can actually use, this session is designed to help managers stop just managing the day and start truly driving the business.



GENEROUSLY
SPONSORED BY
INTUIT

PRESENTERS:

DAVID COOPER • STORAGE KING USA | **SUE HAVILAND** • HAVILAND STORAGE SERVICES

SARAH BETH JOHNSON-DEFAZIO • UNIVERSAL STORAGE GROUP | **STACIE MAXWELL** • SECURELEASE/OTM INSURANCE SPECIALISTS

CAROL MIXON • SKILCHECK SERVICES | **JIM MOONEY** • STORAGE BUSINESS OWNERS ALLIANCE

2026 Fall Conference & Trade Show

SPEAKERS SHARING HEROIC STORIES

Foundation Forum Speaker

9/11: CULTIVATING THE HERO WITHIN

Reflecting on her experiences on 9/11, 25 years ago the week of SSA's Fall Conference, Penney offers a vision of hope, community, and connection for our nation's future as an alternative to the fear and trauma that has consumed our collective consciousness. This uplifting and inspirational future is available to all of us and the small, daily choices that each of us makes. Penney provides a specific model that helps audiences understand how we can deliberately cultivate heroism in ourselves, and how we can empower ourselves to be a force for good in our communities.

Wednesday, September, 9 • 10:00 AM



Heather Penney

US Air Force Fighter Pilot and Senior Resident Fellow for the Mitchell Institute for Aerospace Studies at the Air Force Association

Rob Riggle

Veteran/Actor

Featured Speaker

Actor, comedian, writer, producer, and director Rob Riggle has been a staple in comedic films and television for more than 25 years. Riggle is known for his memorable characters in comedy hits like *The Hangover* and *Step Brothers*, as well as his stints on *Saturday Night Live* and as a correspondent on *The Daily Show* with Jon Stewart. What many don't know is that as he broke into comedy, Riggle was still on active duty with the United States Marine Corps, which he initially joined at the age of 19. Rising through the ranks, Riggle served in various countries including Albania, Kosovo, Liberia, and Afghanistan. Lieutenant Colonel Riggle retired from the Marine Corps Reserve, having served 23 years total (nine years active duty, 14 years in the reserves) and earned more than 22 medals and ribbons including the Combat Action Ribbon. Riggle speaks about how the lessons he learned as a Marine have stuck with him and prepared him for life in his memoir "Grit, Spit, and Never Quit."

Thursday, September, 10 • 10:15 AM



TUESDAY, SEPTEMBER 8

7:00 A – 5:00 P	ATTENDEE & EXHIBITOR REGISTRATION	2nd Floor Hallway
7:00 A – 5:00 P	MEMBERSHIP • STATE AFFILIATES • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION	Ironwood
7:00 A – 5:00 P	SSA CAFÉ SPONSORS: A&E Construction Co. • Accent Building Restoration Inc • Baja Construction • Chateau Products • Prorize LLC	Juniper 1
8:00 A – 5:00 P	EXHIBITOR MOVE-IN	Pinyon & Bristlecone
12:00 P – 12:45 P	SELF STORAGE BUILDING CODES COMMITTEE MEETING Open to all conference attendees.	Bluethorn 8
1:00 P – 4:00 P	SELF STORAGE LAND USE SUMMIT SEPARATE FEE REQUIRED FROM SITE SELECTION TO STABILIZATION A fast-paced, high-impact session covering the most critical land use, entitlement, and development considerations in today's self storage environment. The summit will include a market overview with SSA's Daniel Bryant and Chelsea Glass and building code expert Andrew Klein; sessions on "Site Selection & Feasibility that Actually Works" with Stephen Bourne, One Element Consulting LLC; "Construction Cost Trends" with ARCO/Murray; and a panel session called "From Dirt to Doors - What Actually Happens."	Juniper 2-3
1:00 P – 4:00 P	SELF STORAGE MANAGERS SUMMIT SEPARATE FEE REQUIRED MANAGERS MASTER CLASS 201: FROM DAILY OPERATOR TO REVENUE-DRIVING LEADER PRESENTERS: DAVID COOPER • STORAGE KING USA SUE HAVILAND • HAVILAND STORAGE SERVICES SARAH BETH JOHNSON-DEFAZIO • UNIVERSAL STORAGE GROUP STACIE MAXWELL • SECURELEASE/OTM INSURANCE SPECIALISTS CAROL MIXON • SKILCHECK SERVICES JIM MOONEY • STORAGE BUSINESS OWNERS ALLIANCE Through real-world examples, practical strategies, and take-back tools managers can actually use, this session is designed to help managers stop just managing the day and start truly driving the business. Managers will learn how to: • Think beyond the task list and lead like a true business manager • Focus on the numbers that matter most and use them to make better decisions • Prioritize their day based on revenue, risk, and tenant experience • Convert more leads and close more rentals with confidence • Handle objections without folding on price or sounding overly scripted • Spot natural upsell opportunities that create value for the tenant and the facility • Coach team members more effectively for stronger sales, service, and consistency • Handle difficult tenant conversations with professionalism, confidence, and better control • Recognize small operational issues before they become big ones • Connect curb appeal, standards, follow-through, and accountability to better results • Lead more intentionally, communicate more clearly, and raise the overall performance of the property SPONSOR: Intuit	Starvine 10-11
3:15 P – 4:00 P	EXHIBITOR ONSITE ESSENTIALS PRESENTERS: CAROL FRANKLIN ERIN LIGHTFOOT Get prepared for a successful event experience with this informative onsite briefing for exhibitors. We'll cover everything you need to know before the trade show floor opens, including move-in and move-out procedures, exhibitor services, show logistics, attendee engagement tips, important policies, and key conference resources. Whether you're a first-time exhibitor or a returning partner, this session will help you maximize your time onsite and ensure a smooth, productive experience.	Villosa
4:15 P – 5:15 P	SSA 101: MAXIMIZE YOUR EXPERIENCE PRESENTERS: SSA STAFF SPONSORS: Kiwi II • Forge Building Company • Summit Real Estate Financing	Starvine 1-2
5:15 P – 6:30 P	CHAIRMAN'S VIP RECEPTION	Juniper 4
6:00 P – 7:30 P	CANADA SSA RECEPTION	Starvine 12-13



CONFERENCE SCHEDULE

SUBJECT TO CHANGE

WEDNESDAY, SEPTEMBER 9

7:00 A – 5:00 P	ATTENDEE & EXHIBITOR REGISTRATION	2nd Floor Hallway
7:00 A – 5:00 P	MEMBERSHIP • STATE AFFILIATES • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION	Ironwood
7:00 A – 5:00 P	SSA CAFÉ <i>SSA Café will be closed from 11:30 A – 4:00 P.</i> SPONSORS: A&E Construction Co. • Accent Building Restoration Inc • Baja Construction • Chateau Products • Prorize LLC	Juniper 1
8:00 A – 10:00 A	EXHIBITOR MOVE-IN	Pinyon & Bristlecone
8:30 A – 9:45 A	ROUNDTABLES	Juniper 1
9:00 A – 5:00 P	EXHIBITOR LOUNGE	Villosa
9:45 A – 10:00 A	BREAK	
10:00 A – 11:15 A	FOUNDATION FORUM SPEAKER + FOUNDATION SCHOLARSHIP 9/11: CULTIVATING THE HERO WITHIN PRESENTER: HEATHER PENNEY • US AIR FORCE FIGHTER PILOT AND SENIOR RESIDENT FELLOW FOR THE MITCHELL INSTITUTE FOR AEROSPACE STUDIES AT THE AIR FORCE ASSOCIATION Reflecting on her experiences on 9/11, 25 years ago the week of SSA's Fall Conference, Penney offers a vision of hope, community, and connection for our nation's future as an alternative to the fear and trauma that has consumed our collective consciousness. This uplifting and inspirational future is available to all of us and the small, daily choices that each of us makes. Penney provides a specific model that helps audiences understand how we can deliberately cultivate heroism in ourselves, and how we can empower ourselves to be a force for good in our communities.	Ironwood
11:15 A – 11:30 A	BREAK	
11:30 A – 4:00 P	TRADE SHOW	Pinyon & Bristlecone
1:30 P – 4:00 P	LARGE OPERATORS COUNCIL MEETING SPONSORS: Cubby • Janus International Group	Juniper 2-3
4:00 P – 5:00 P	LARGE OPERATORS COUNCIL RECEPTION SPONSOR: Self Storage Manager, Inc.	Juniper 2-3
4:00 P – 4:45 P	CONCURRENT EDUCATIONAL SESSIONS SELF STORAGE PLAYERS PRESENT: THE KEY TO POOR OPERATIONS SPREAKERS: SHANNON CHARBONNEAU • XPS SOLUTIONS GARY EDMONDS • THE STORAGE MANAGER STACIE MAXWELL • SECURELEASE TOMMY NGUYEN • STORAGEPUG Join us for this humorous take on the serious subject of us having witnessed these scenarios as they play out in real life in facilities across the country. • Act I: First Impressions – Digital and live • Act II: Connecting Correctly with Prospects – Not too much, not too little • Act III: Disappearing Managers – In person or by phone • Act IV: Right Idea/Wrong Numbers – Track the right things Rather than just telling you “how to,” let us SHOW you the “how not to” and then explain why. The audience will laugh and remember the moral of the story that leads to better operations!	Starvine 1-2



REGISTER NOW

CONFERENCE SCHEDULE

SUBJECT TO CHANGE

WEDNESDAY, SEPTEMBER 9 CONTINUED

4:00 P – 4:45 P

CONCURRENT EDUCATIONAL SESSIONS CONTINUED

THE OPERATOR'S ADVANTAGE: TURNING DATA AND AI INTO EVERYDAY ACTION

Starvine 3–4

MODERATOR: CHUCK GORDON • STORABLE | PANEL

Self storage operators are sitting on more data than ever before, but the advantage goes to the teams that know how to turn it into action. In this session, Chuck Gordon moderates a discussion with operators who are using AI and data-driven workflows to improve visibility, streamline operations, and support better business decisions. Expect a grounded conversation on what is working today, where human judgment still matters most, and how operators can take practical next steps toward a more intelligent, efficient operation.

SELF STORAGE LAW AND TECHNOLOGY:

Starvine 6–7

MANAGING RISK WHILE ADDING TECHNOLOGY TO YOUR BUSINESS

SPEAKERS: CARLOS KASLOW • SSLN | SCOTT ZUCKER • WEISSMANN ZUCKER EUSTER & OBLINGER, PC

- Tenant Privacy & Data Security Obligations: As self storage operators collect more digital data—online rentals, gate access logs, surveillance footage, payment information—they face growing exposure under state and federal privacy laws.
- Going Digital: Considering best practices from electronic signature to automated lien and collections processes to on-line sales.
- Avoiding Litigation: Understanding the laws for data wiretapping, tenant surveillance, managing military tenants, and handling tenant terminations under new statutes.

WHAT LENDERS REALLY LOOK AT: HOW TO POSITION YOURSELF FOR CONTINUED GROWTH

Starvine 10–11

SPEAKER: ANNE MINO • LIVE OAK BANK

Lenders evaluate far more than just the deal when considering a loan request. This session provides a comprehensive look at how applications are assessed, including credit profile, liquidity, recurring income, affiliated business performance, experience, and the underlying asset. Many borrowers focus heavily on net worth and credit score, but lenders are looking at the full financial picture and the borrower's ability to execute. Attendees will learn what defines a strong borrower, how to better prepare for financing, and how to present a clear plan that supports both the current deal and future growth.

5:45 P – 9:30 P

SHUTTLES TO/FROM ARIA AND SPHERE

6:00 P – 9:30 P

LAS VEGAS RECEPTION AT SPHERE

THURSDAY, SEPTEMBER 10

7:00 A – 3:30 P

ATTENDEE & EXHIBITOR REGISTRATION

2nd Floor Hallway

7:00 A – 5:00 P

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

Ironwood

7:00 A – 5:00 P

SSA CAFE

Juniper 1

SSA Café will be closed from 11:30 A – 3:00 P.

SPONSORS: A&E Construction Co. • Accent Building Restoration Inc • Baja Construction • Chateau Products • Prorize LLC

7:45 A – 8:45 A

WOMEN'S COUNCIL NETWORKING SESSION & BREAKFAST

Juniper 4

SPONSORS: Forge Building Company • Interform • nodaFi • Storable

CONFERENCE MOBILE APP



Download **Eventsential** app from
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Search for “SSA” in the
Eventsential app



THURSDAY, SEPTEMBER 10 CONTINUED

8:00 A – 8:45 A

CONCURRENT EDUCATIONAL SESSIONS

SELF STORAGE ODYSSEY 2026: NAVIGATING AN EVOLVING MARKET

Starvine 3–4

SPEAKER: **TYSON HUEBNER** • YARDI

Over the last decade, self storage has become a standout sector in commercial real estate. But the recent boom-bust cycle has made navigating the market more complex than ever, separating the strong from the weak. As the sector continues to consolidate, data has become the great equalizer, providing the tools needed to compete with the largest and most sophisticated operators in the industry. In this session, we'll cover:

- National and local demand drivers shaping performance
- Trends and implications of the evolving supply pipeline
- Market fundamentals, including occupancy and advertised rental rates
- The current investment landscape and where opportunities are emerging

STOP RACING TO THE BOTTOM: HOW OPERATORS ARE WINNING ON VALUE INSTEAD OF PRICE

Starvine 6–7

SPEAKERS: **MARK CIERI** • STORAGE DEFENDER | **JOHN EISENBARTH** • WEST COAST STORAGE**DARREN KELLEY** • RIGHT MOVE STORAGE | **ALYSSA QUILL** • STORAGE ASSET MANAGEMENT

As operators face lower-than-expected demand, rate compression is real. Cutting deep to attract tenants then watching NOI slip is the default move, and it compounds faster than occupancy recovers. The operators holding margins in 2026 went back to basics: positioning inventory strategically, building value-oriented promotional plays, sub-targeting tenant demographics so offers resonate, and giving renters a reason to pay more. We'll highlight what the SSA 2025 Demand Study states that tenants value, with more than 40% willing to pay extra for anytime access, unit-level security, and a longer list of features that operators are leaving on the table.

BUY IT RIGHT, SELL IT BETTER:

Starvine 10–11

FROM ACQUISITION TO EXIT — THE SELF STORAGE PLAYBOOK FOR CREATING VALUE

SPEAKERS: **KRISTEN ASMAN & MEREDITH MEARS** • SVN COMMERCIAL REAL ESTATE

In this session we'll talk about creating value for your self storage investment. We'll cover:

- Acquisition Strategies: We'll discuss market fundamentals, showing demand, supply gaps, and timing. We'll also cover site and facility concept, a development plan, financial overview, operational strategy and a concise investment thesis—the path from development to stabilized cash flow and the opportunity for investors.
- Pre-Sell Play Book: We'll discuss how small operational changes can drive significant increases in valuation. We'll also talk about the top 3 issues that cause price reductions during due diligence and how to avoid them. And we'll end with a 60–90 day pre-sale action plan to position your asset for a premium exit.

8:30 A – 9:45 A

CANADA SSA SESSION

Starvine 5

8:45 A – 9:00 A

BREAK

9:00 A – 5:00 P

EXHIBITOR LOUNGE

Villosa

9:00 A – 10:00 A

OPENING GENERAL SESSION

Ironwood

NO LONGER UNDER THE RADAR: RESPONDING TO THREATS IN AN ERA OF INCREASING REGULATION

MODERATOR: **JOE DOHERTY** • SELF STORAGE ASSOCIATIONPANELISTS: **CHESTER BALDWIN** • LOBBY WASHINGTON | **DANIEL BRYANT** • SELF STORAGE ASSOCIATION**JAMES COAKLEY** • TREASURE ISLAND MANAGEMENT | **JOHN LA RAIA** • A-1 SELF STORAGE

For many years, the self storage industry was under the radar legally and legislatively. You do not have to follow industry news closely to know that this is no longer the case. At the opening General Session, you will hear from some of the operators, lobbyists and SSA staff leading the way to protect the industry from threats ranging from rent control to pricing regulations. Learn more about those threats and what you can do proactively to stop threats in your state.

10:00 A – 10:15 A

BREAK



THURSDAY, SEPTEMBER 10 CONTINUED

10:15 A – 11:15 A

FEATURED SPEAKER/SSAF HALL OF FAME INDUCTIONS

Ironwood

FEATURED SPEAKER: ROB RIGGLE

Rob Riggle has appeared in many movies and TV shows including *The Hangover*, *Step Brothers*, *21 Jump Street*, *The Daily Show*, *Modern Family* and *12 Strong* — the true story of the first Special Forces team deployed to Afghanistan after 9/11. Prior to getting into acting, Riggle served as a Marine for 23 years. He helped liberate an embassy in Liberia, served at a refugee camp in Albania before going into Kosovo, did search and rescue at Ground Zero after 9/11, and was deployed to Afghanistan twice. He earned more than 22 medals and ribbons including the Combat Action Ribbon. Riggle speaks about how the lessons he learned as a Marine have stuck with him and prepared him for life in his memoir, “Grit, Spit, and Never Quit.”



11:15 A – 11:30 A

BREAK

11:30 A – 3:00 P

TRADE SHOW

Pinyon & Bristlecone

3:00 P – 4:30 P

YLG SESSION

Juniper 2

SPONSOR: nodaFi

3:00 P – 10:00 P

EXHIBITOR MOVE-OUT

Pinyon & Bristlecone

3:15 P – 4:00 P

CONCURRENT EDUCATIONAL SESSIONS

AI FRAUD DETECTION FOR SELF STORAGE

Starvine 1–2

SPEAKERS: JOE MARUCCI • SELF STORAGE MANAGER | BO WRIGHT • STRIPE

Payment fraud is an increasing challenge in self storage, from stolen cards to fraudulent online rentals. This session explores how operators can leverage AI-driven tools to detect and prevent fraud in real time, using solutions such as Stripe Radar and custom AI agents. Discussion points:

- Common fraud patterns in selfstorage
- How Stripe Radar works (rules-based vs machine learning models)
- Designing an SSM AI Fraud Detection Agent on top of Radar

CONVERGENT STORAGE DEVELOPMENT: DESIGNING THE NEXT ERA OF SELF STORAGE

Starvine 3–4

SPEAKERS: JAMES REID • FLEX SPACE NATION | SARAH SWINGLER • MAKORABCO

Self storage is entering a new phase—one shaped not just by what is built, but by how space is used. This session explores the concept of Convergent Storage Development and the broader forces influencing the next generation of self storage. As land constraints, evolving customer behavior, and shifts in how people live and work continue to reshape demand, traditional development models are beginning to expand.

This session will examine these emerging trends, the changing role of self storage within the built environment, and what they may signal for the future of the industry..

STATE OF THE SELF STORAGE MARKET

Starvine 6–7

SPEAKERS: JOHN CHANG & STEVEN WEINSTOCK • MARCUS & MILLICHAP

In this session we'll discuss the forces shaping the self storage investment outlook: How the sector is adapting to an evolving economic and operational climate amid geopolitical uncertainty, fluid domestic policy and financial market swings. We'll cover key trends shaping asset performance and the opportunities ahead.

SEVEN QUESTIONS, SEVEN ANSWERS, SEVEN MINUTES EACH

Starvine 10–11

SPEAKER: JEFFREY GREENBERGER • GREENBERGER & BREWER

If seven is your lucky number, then spend 49 minutes with our speaker, Jeff Greenberger, who will cover seven hot issues, for no more than seven minutes each, in this fast paced presentation that includes avoiding policies that appear to be discriminatory addressing subpoenas from ICE, avoiding no sales, full disclosure of charges, and proper terminations.

4:00 P – 4:15 P

BREAK



THURSDAY, SEPTEMBER 10 CONTINUED

4:15 P – 5:00 P

CONCURRENT EDUCATIONAL SESSIONS

FUTURE-PROOFING SELF STORAGE:

Starvine 1-2

TENANT BEHAVIOR, GLOBAL TRENDS, AND THE NEXT ERA OF STORAGE

SPEAKERS: **KIMBERLY JOHNSON & KRISTI ADAMS** • OPENTECH ALLIANCE

The self storage business is changing fast. Tenant expectations continue to rise, staffing models are evolving, and operators are being challenged to improve performance while managing leaner teams and growing complexity.

In this session, attendees will learn:

- What tenant behavior data reveals about access patterns, rental timing, and service expectations
- How leading operators are adapting to leaner staffing and centralized management models
- Which tools and processes are creating stronger visibility and operational control
- What international markets are doing differently and where U.S. operators can gain ideas
- How to evaluate future-ready skills and capabilities for their teams
- Practical steps they can implement immediately regardless of portfolio size

THE PINK LADIES OF MARKETING: 5 YEARS LATER—TRENDS, TACTICS & AI THAT MOVE THE NEEDLE

Starvine 3-4

SPEAKERS: **CHRISTINA ALVINO** • STORAGESUITE | **HOLLY FIORELLO** • STORABLE | **JESSICA JOHNSON** • THE STORAGE GROUP
STACIE MAXWELL • SECURELEASE | **MELISSA STILES** • STORAGE ASSET MANAGEMENT

Five years after our original “Pink Ladies of Marketing” panel, we’re back—refreshed, re-energized, and ready to share what’s actually moving the needle in 2026 and beyond. In an industry where technology, AI, and automation have taken center stage, this all-female marketing powerhouse explores how to combine cutting-edge digital strategies with a revitalized focus on grassroots marketing. By the end of the session, attendees will be able to:

- Harness AI with intention
- Revitalize grassroots marketing
- Update the marketing mix
- Optimize digital-to-physical conversions
- Leverage reviews and reputation engines
- Leave with an actionable playbook

REVENUE LEAKAGE: WHAT YOUR 20+ YEAR-OLD FACILITY IS REALLY COSTING YOU

Starvine 6-7

SPEAKERS: **TRAVIS MORROW** • NATIONAL SELF STORAGE/STORELOCAL | **CARL SMITH** • JANUS INTERNATIONAL

Is your aging facility costing you \$100k+ in lost revenue? Often, aging self storage facilities are quietly losing revenue through outdated unit mixes, underutilized space, and infrastructure that no longer supports premium pricing. Using real operator data, we’ll quantify the cost of inaction and highlight where the fastest gains exist within your existing footprint. In this session, we’ll explore:

- How unrentable & heavily discounted units quietly leak \$35-120k annually
- How some operators have turned \$0.40/sq ft parking into \$130/sq ft units (typically without pouring slabs and pulling permits)
- How renovations as simple as an office remodels or new security systems can lead to more revenue, tax breaks, and higher tenant satisfaction
- Real world examples from an owner operator that has been there

HOW TO INVEST IN SELF STORAGE: 2026 (AN AI-GENERATED PRESENTATION)

Starvine 10-11

SPEAKER: **RK KLIEBENSTEIN** • SELF-STORAGE, LLC

Join us for this groundbreaking session that has been created and presented fully by Ai. Not only will you see the practical application of Ai hard at work, in real time, and envision how it could be applied to training, but you’ll get an update on investing in self storage in 2026. RK will share his thoughts about why this may be the shoulda... woulda... coulda... opportunity of this decade, or not! Do you develop or acquire? Where are we in the cycle? Do you buy or do you sell? What will the clone advise? After the presentation, we will answer questions about the content as well as the production of the Ai presentation.

7:00 P – 10:00 P

YLG RECEPTION

SPONSOR: Kiwi II • Storable • Universal Storage Group



FRIDAY, SEPTEMBER 11

7:00 A – 10:00 A **MEMBERSHIP • STATE AFFILIATES • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION** Ironwood7:00 A – 10:00 A **SSA CAFÉ** Ironwood

SPONSORS: A&E Construction Co. • Accent Building Restoration Inc • Baja Construction • Chateau Products • Prorize LLC

8:00 A – 8:45 A **CONCURRENT EDUCATIONAL SESSIONS****STEAL THESE IDEAS: A SPEED ROUND OF THE BEST IDEAS IN SELF STORAGE OPERATIONS**

Starvine 1-2

MODERATOR: **MARK POOLE** • JUSTSTORAGEPANELISTS: **BEN HENDRICKS** • FIVE STAR STORAGE | **CRAIG OLINGER** • HIGHLINE STORAGE PARTNERS**JOEL PATTERSON** • PERSONAL MINI STORAGE

What if you could pull ideas from three experienced operators in 45 minutes flat? That's what this panel is built for. Led by Mark Poole, a small group of owner/operators will go speed round through the topics that come up most: sales, marketing, team building, customer service, and operational quality. The format is fast and practical. No lengthy presentations, just operators sharing what's working right now. If you've ever walked out of a session wishing someone would just cut to the good stuff, this is that session. You'll leave with a handful of ideas you can actually use, straight from operators who have skin in the game.

THE INDUSTRY IS ON FIRE... LITERALLY

Starvine 3-4

REAL CLAIMS. REAL LOSSES. REAL LESSONS FROM SELF STORAGE OPERATORSSPEAKERS: **JENNY BORTMAN** • UNIVERSAL INSURANCE PROGRAMS | **DANIELLE KIFER** • TIERRA CORPORATION**JESSICA LAMOUREUX** • WORLD INSURANCE | **ALYSSA QUILL** • STORAGE ASSET MANAGEMENT

We have witnessed firsthand how operational risks continue to evolve and one of the most alarming developments in recent years has been the growing number and severity of fire losses impacting storage facilities nationwide. Most catastrophic claims do not begin catastrophically. They start with a charging battery. A contractor shortcut. A missing incident report. A small leak. A cigarette butt tossed in the wrong place. A concerning tenant was never escalated or even a tenant's concern that was not addressed.

This session will take attendees inside real-world self storage claims and recent industry events to examine how these incidents occur and, more importantly, what operators can do to help prevent them before they escalate into devastating losses. The discussion will focus on practical risk management strategies, operational best practices, and the importance of creating a workplace culture where "If you see something, say something" becomes part of everyday operations.

THE NEW PLAYBOOK FOR SELF STORAGE MANAGEMENT: ACTIVE, REMOTE, AND ON-DEMAND

Starvine 6-7

SPEAKERS: **BRETT COPPER** • COPPER STORAGE MANAGEMENT | **ADAM WAGNER** • ANYTIME STORAGE

The self storage industry is changing—remote management has become increasingly common, but simply operating remotely is no longer enough. The real differentiator is how effectively you execute. Too many operators rely on passive, reactive systems that create inefficiencies, frustrate tenants, and leave revenue opportunities untapped.

You'll leave this session with actionable strategies and tools you can implement immediately. Key Takeaways:

- Understand the evolution of self storage management and the trends shaping the industry's future.
- Learn the difference between passive remote oversight and active remote management.
- Discover practical steps for transitioning from traditional on-site operations to a scalable remote model.
- Explore best practices for managing facilities from anywhere.
- Identify the technology that support efficient, high-performing remote operations.
- Learn strategies for building trust and tenant engagement to improve customer retention in a remote environment.
- Gain insights into improving operational efficiency.

TALENT ACQUISITION, RETENTION AND COMPENSATION

Starvine 10-11

SPEAKER: **CHASE FRYHOVER** • HIREWELL

In this session, we'll discuss what we're seeing in the market and how to attract (and equally important) compensate and retain key employees.

8:45 A – 9:00 A **BREAK**

CONFERENCE SCHEDULE

SUBJECT TO CHANGE

FRIDAY, SEPTEMBER 11 CONTINUED

9:00 A – 9:45 A

CONCURRENT EDUCATIONAL SESSIONS

MAKING THE PARTNERSHIP WORK:

COMMUNICATING EFFECTIVELY WITH THIRD-PARTY MANAGEMENT COMPANIES

Starvine 1–2

MODERATOR: **DAVE DEEMS** • STORAGE ASSET MANAGEMENTPANELISTS: **CHRISTINA ALVINO** • STORSUITE | **DEVIN CROW** • CUBESMART | **RK KLIEBENSTEIN** • SELF-STORAGE LLC
ALYSSA PARKER • THE WILLIAM WARREN GROUP

Third-party management can be a powerful growth strategy, but only when owners and managers are truly aligned. Miscommunication, unclear expectations, and blurry decision rights are among the most common reasons these partnerships underperform or break down entirely.

In this session, a panel of experienced owners and operators shares practical, field-tested strategies for building communication frameworks that actually work. Topics include how to define roles and set expectations before day one, what an effective reporting cadence looks like, how to collaborate on pricing and marketing without stepping on each other's toes, and how to identify and course-correct misalignment before it becomes a bigger problem.

AI IN SELF STORAGE: WHAT'S REAL, WHAT'S NEXT PANEL

Starvine 3–4

SPEAKERS: **MATT ENGFER** • CUBBY | **MASON LEVY** • SWIVL | **AUSTIN ROCKMAN** • WHITE LABEL STORAGE

This session breaks down how artificial intelligence is reshaping self storage operations, and separates genuine opportunity from vendor hype. We'll cover what's actually working in the field: where AI is driving measurable returns today, where operators are wasting time and money, and what's coming next that's worth paying attention to.

We'll cover customer experience automation that helps instead of frustrates, operational efficiency tools that reduce manual work and payroll strain, and voice AI for call handling.

This isn't a product demo. It's straight talk on the state of AI in self storage, informed by real data and real operator feedback.

ESTATE PLANNING SWISS ARMY KNIFE:

Starvine 6–7

WHY EVERYONE (BUSINESS OWNER/OPERATOR/MANAGER) NEEDS THIS PLANNING TOOL

SPEAKER: **SEAN TODD** • ESTATE MANAGER COUNSELORS, LLC

You spend a lifetime building your estate and without proper estate planning—it can be destroyed or severely dissipated upon death. Why? No real estate planning. Talk is cheap, action is necessary. Learn the “next level” estate planning strategies to protect your hard earned assets and to protect your family, keep creditors at bay and the most essential tool to be used which can only be implemented with an effective estate plan. Having done over 3,000 estate plans during my 25+ years in private practice as a tax attorney/CPA the techniques to be shared can easily save you tens of thousands of dollars. This is not just a Last Will and Testament—it's estate planning with real teeth.

AIM – HOW TO IMPROVE TEAM EXECUTION

Starvine 10–11

SPEAKER: **JON DARIO** • EDISON PROPERTIES

Whether you know it or not, your team has an execution problem. In this session, Jon will talk about his program “AIM,” and six things you can do to make it easier for your teams to execute consistently. Attendees will receive a free copy of Jon's recently published book titled “AIM: How Managers Get Radically Reliable Results.”

9:45 A – 10:00 A

BREAK

10:00 A – 11:15 A

CLOSING LEGAL SESSION/LEGAL Q&A

Ironwood

LEGAL POWER HOUR

PRESENTERS: **JOE DOHERTY** • SSA | **CARLOS KASLOW** • SSLN

A Q&A session for managers and operators 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 take your questions for as long as time permits. This is the one session you don't want to miss.

REGISTER NOW



2026 Fall Conference & Trade Show

Aria Resort & Casino, Las Vegas

September 8–11



WHAT TO KNOW: SSA'S RECEPTION AT SPHERE

SSA Fall Conference reception will be at Sphere in Las Vegas on Wednesday, September 9. The night kicks off with a reception at 6 PM, the feature "V-U2 An Immersive Concert Film" hits the screen at 8 PM, and the festivities end at 9:30 PM.

Please plan ahead and be aware of these guidelines for this exclusive event:

- Shuttles to Sphere: Hop on the complimentary shuttles leaving from the tour bus lobby at Aria Resort & Casino. Buses run continuously starting at 5:45 PM with the final departure at 7 PM. Post-event shuttles will be available for the return to Aria starting at 8 PM.
- Don't forget your conference badge! You must present it at Sphere to receive your event wristband and entry to the venue. Wristbands will be distributed at the entry doors after stepping off the shuttles. While there is no assigned seating, guest wristbands will contain an assigned section so be sure to head to the wristband distribution tables with your friends if you want to be in the same section.
- Food and beverages are included, so come hungry and thirsty! Sphere's exclusive culinary experience will include a wide array of options. *Sphere is a cashless venue, so bring money if you want to tip your servers.*
- Sphere enforces a strict bag policy. Bags must be no larger than 6" x 6" x 2". While clear bags aren't required, opting for a clear one will speed up the security screening process.
- Sphere is very specific about what you can not bring inside the venue, so review the list closely to ensure you are not turned away at the door.

Bag Policy

Must be no larger than 6" x 6" x 2".

Diaper bags and bags required for medical items also permitted. Please note that all bags are subject to additional screening and inspection, either by visual scan or x-ray technology.

approved bags:



small purse



small clutch



fanny pack

Prohibited Items



no pepper spray or mace



no laser pens



no balloons



no bags over
6" x 6" x 2"



no signs or banners



no weapons /
firearms / knives



no drones



no video cameras
or recording devices



no selfie sticks



no smoking or vaping



no outside food
or beverages



no skateboards
or hoverboards

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REGISTRATION FEES

Registration Pricing

Members Only: Full and Additional Representative registration fees include a downloadable library of session recordings and slides.

Precon Optional Events: Not included in Full, Additional, 1 Day Only and Trade Show Only registration categories.

	SSA MEMBERS ¹ REQUIRES SSA MEMBERSHIP ID NUMBER		SSA STATE ASSOCIATION MEMBERS ²	ALL
	Super Saver By 7/31/26	8/1/26 through 9/8/26		ALL ONSITE (9/9 and 9/10) and NON-MEMBERS
☐ FULL REGISTRANT	\$750	\$850	\$875	\$1,435
☐ ADDITIONAL REP (same company)	\$650	\$750	\$775	\$1,335
☐ 1 DAY ONLY Non-vendor Price includes Wednesday night reception at Sphere.	☐ Wednesday	\$525	\$625	\$650
	☐ Thursday	\$525	\$625	\$650
☐ TRADE SHOW ONLY * Non-vendor Price includes Wednesday night reception at Sphere.	☐ Wednesday	\$300	\$400	\$425
	☐ Thursday	\$300	\$400	\$425
☐ NON-EXHIBITING VENDOR PASS NO SUITCASING: Vendors who are not exhibiting must register under this category. Any non-exhibiting vendor observed soliciting within the Conference & Trade Show spaces will be asked to leave.	\$1,300	\$1,400	\$1,425	\$2,475
☐ SELF STORAGE MANAGER'S SUMMIT Tuesday, September 8 Price includes Wednesday night reception at Sphere.	\$350	\$450	\$475	\$1,035
☐ SELF STORAGE LAND USE SUMMIT Tuesday, September 8 Price includes Wednesday night reception at Sphere.	\$350	\$450	\$475	\$1,035

* Any Vendor that wishes to attend the trade show, education sessions, networking events, or any portion of any SSA state or national event without being a contracted Exhibitor or Sponsor must register and pay the Non-Exhibiting Vendor Pass fee.

No one under the age of 16 allowed in the trade show hall.

¹ Those who pay their dues directly to the Self Storage Association

Conference badge required for entry to all SSA sessions and events.

² Those that pay their dues to an SSA sanctioned state association

Attendee or Exhibitor-sponsored meetings, entertainment, events, or similar activities are strictly prohibited in the host hotel or convention center, including meeting rooms, pool cabanas, hospitality suites or other private or public facilities during official trade SSA activities (including, but not limited to, the trade show, receptions, and general sessions) without prior written notification to and express written approval from SSA.

Substitution and Refund Policies: If you register and then are unable to attend, you may send someone in your place at no additional charge. Notify the SSA registrar in writing or by FAX 514-289-9844 or email SSA@showcare.com, as far in advance of the conference as possible. Cancellations on or before August 1, 2026, will be subject to a \$100 cancellation fee per registrant (\$50 for Trade Show Only registrants), with the remainder refunded. No refund will be granted for cancellations after August 1, 2026!

NOTE: Registration without payment will not be processed.

Questions? Contact the SSA Registrar: 514-228-3076 | SSA@showcare.com

REGISTER TODAY



Scan, click or visit SelfStorage.org

2026 Fall Conference & Trade Show

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September 8–11



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SPECIALTY

SSA 101

Forge Building Company
Kiwi II
Summit Real Estate Financing

WOMEN'S COUNCIL

Forge Building Company
Interform
nodaFi
Storable

PAWS FOR A CAUSE

Noble Property Insurance Agency

NOTEPADS

Interform

EDUCATION LEVEL: FLOOR CLING

Atomic Storage Group LLC

MANAGERS SUMMIT

Intuit

LOC RECEPTION

Self Storage Manager, Inc

LOC MEETING

Cubby
Janus International Group

LANYARDS

Reliable Commercial Construction
Storage Building Company
Storage Materials
Supply Side USA, Inc

CROSS AISLE SIGNS W/ FLOOR STICKERS

Marketing.Storage
Steel and Metal Systems

SSA CAFÉ

A&E Construction Co.
Accent Building Restoration Inc
Baja Construction
Chateau Products
Prorize LLC

TRADE SHOW LEVEL: FLOOR CLING

ProSteel Buildings
Roll-Up Door, Inc.
Steel and Metal Systems
StorQuest

WAYFINDER

Intuit
Roll-Up Door, Inc.
Solid Steel

YLG RECEPTION

Kiwi II
Storable
Universal Storage Group

YLG EDUCATION SESSION

nodaFi

PENS

Truck Parking Club

HOTEL ROOM KEYS

Cubby

ESCALATOR LANDING CLING

All From 1 Supply
Storable
Uniti AI

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CONNECT WITH EXHIBITORS

A&E Construction Co.
Ability Services LLC
Absolute Storage Management
Adverank
Accent Building Restoration Inc
Ai Lean
AJAX Construction
AKIBA
All From 1 Supply
All-Purpose Storage
America First Credit Union
Amero Steel Supply
Anytime Storage Property Management
Apoorva Corporation
ARCO
Argus Self Storage Advisors
Atomic Storage Group LLC
Automated Security, LLC
Baja Construction
Bank Five Nine
Berkadia
Bid13.com
Self Storage Auctions
Blink Signs
BMSGP
Self Storage Consulting
Boxwell
Brand Builder Signs
Capco General Contracting
Capco Steel Inc
Carver GC
CBRE
Charity Storage
Chateau Products
Choice Hotels International
ClearSpan Structures
Compass Building Systems
Copper Storage Management
Cornerstone Capital Lending
Cornerstone Specialty Wood Products
Cover Commercial Roofing Solutions
CSSI Services
Cubby

CubeSmart
Cubix Asset Management Company LLC
DaVinci Solutions
Dean Architects LLC
Deans & Homer
Devon Self Storage
DoorKing Inc
DuctSox
Eastern Union Funding
EDC Construction
EDGE Steel Inc
Elevate Structures, LLC
EquiCap Commercial
Everbrite, Inc.
EXFLEX Property Services
Extra Space Storage
Ezzi Signs Inc
Five Star Storage
Flatbox Storage Solutions
Forge Building Company
Frank G. Relf Architect, P.C.
Go Local Interactive
Griffio Design/Build, Inc
Guy Roofing
GV Install
HW Engineering
Inside Self-Storage
Interform
iPostal1
IronSite
Janus International Group
Jordan Architects, Inc.
JustStorage
Keep It Simple Storage
Kingspan Insulated Panels, Inc.
Kiwi II
Largo Capital, Inc.
Late2Lien
Live Oak Bank
Lockerfox
Lumio Storage
M Bar C Construction, Inc.
MakoRabco
Marcus & Millichap

Mariottini Construction Inc.
Marketing.Storage
Matthews Real Estate Investment Services
Metal Panels, Inc.
Metrolina Builders
Miller Buildings
MiniCo Insurance
MLCO Construction LLC
Modern Storage Media
Monarch Construction Management Inc.
Monument
MuleHide
NAI Global
National Tax Group
Neighbor
NetVendor LLC
Nexpoint
Noble Property Insurance Agency
On The Move Trucks
OpenTech Alliance, Inc
Patchwork Labs
Peachtree Group
Peak Steel Buildings
Perlo Construction
Persona Services Group
Portable Storage Box Co
Practical Storage Ltd
PropRise
ProSteel Buildings
PSE Consulting Engineers Inc
PTI Security Systems
Public Storage
QuikStor
R.W. Rogers Company
R7 Group
Rapid Building Solutions LLC
Rapid Design Build LLC
RE Cost Seg
Reliable Commercial Construction
Revy
RFE Communications
Rhombus

Right Move Storage
RKAA Architects, Inc.
Roll-Up Door, Inc.
Rosehill Construction
RPost US, Inc.
Rytec High Performance Doors
SAAarchitects
SafeLease
Safetor
Salient Sign Studio
Sauls Commercial Real Estate
SBS Construction
SCM-Spartan Construction
SecureLease
Self Storage Manager, Inc.
Sentinel Systems LLC
Skyscape Architectural Canopies
SkyView Advisors
SmartStop Self Storage
SOLID STEEL
Solink
Space Shop Self Storage
SpareBox Technologies
Spiderdoor
Starwood Mortgage Capital
Steel and Metal Systems
SteelBlue Building Components
Stellar Storage Containers
Storable
Storable Easy
Storage Asset Management
Storage Building Company
Storage Commander
Storage Construction
Storage Income Pros (formerly District Manager)
Storage Materials
Storage Xpress
StorageDefender Inc
Storagely
StorageMart
StoragePRO Management
StoragePug
StorageReach

StorageTreasures
StorApp
StoreAssure
Storerganise Limited
StorQuest
StorSuite
StorTrack
Strategic Claim Consultants
Summit Real Estate Financing
Supply Side USA, Inc
Supply Signs
SVN Commercial Real Estate
swirl
Tenant Inc
The BSC Group
The Feldman Companies
The SBOA (Storage Business Owners Alliance)
The Storage Acquisition Group
The Storage Group
Tilton Pacific Construction
Trachte
Trac-Rite Door
TractIQ
Truck Parking Club
TrueGrid
U-Haul Self Storage Affiliate Network
Union Realtime
United Structural Design
Uniti AI
Universal Storage Group
US LED, Ltd.
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VISSI Architecture + Design
Waikato Inc.
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West Coast Self-Storage
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