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SSA'S 35th ANNUAL

EXECUTIVE SKI WORKSHOP

JANUARY 10-13, 2022 ❄️ BIG SKY RESORT, MONTANA

A MEMBERS ONLY EVENT



WORKSHOP PROGRAM

SPONSORED BY



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LUCKY TO BE HERE

What a difference a year makes. Following the absence of one of the SSA's most popular events in January of 2021, the self storage industry is ready to ski again, or at least ready to ski again together. Forgoing the SSA Ski Workshop in 2021 was not a difficult decision, as the world had yet to realize the safeguards that largely have helped us emerge from the COVID-19 pandemic.

Think back to last winter. Cancelling the Whistler gathering was impossible to avoid, but it was not easy on any of us. After 10 months of accepting a sequestered lifestyle in the interest of health and safety, all of us could have used a trip to one of the most spectacular winter locations in the world.

Twice now we have had to postpone Canada; hopefully 2023 will be the year when we will finally visit our friends north of the border. In the meantime, we chose to ease back into a normal pattern by returning to a familiar venue here in Big Sky, Montana.

A lot of self storage business has been accomplished at this spot, and this year should be no different. It's been an amazing run for this amazing corner of real estate. Indeed, we are lucky to be here in this remarkable setting again, but even more so, to be in the wonderful world of self storage.

TIM DIETZ

SSA President & CEO



FOR FIRST-CLASS INDUSTRY EDUCATION,
SSA PROVIDES THE BEST OPPORTUNITIES. AND WHEN
IT IS TIME FOR GREAT SKIING OR BOARDING,
BIG SKY IS THE PLACE TO BE.



WHAT WILL I LEARN?

You'll hear about advanced operations, industry updates, legal tips, financial insights, and personal development. Join your fellow self storage professionals for several days of industry education, great networking, and a terrific opportunity to ski, enjoy the scenery, and relax. SSA invites you to participate in this annual workshop. Our program provides a terrific blend of topics. There is something for everyone and plenty of opportunity to talk with and learn from your industry peers.

BIG SKY, MONTANA

Welcome to Big Sky Resort, where wide-open spaces meet dramatic peaks and create unique, world-class skiing experiences. Northern Rocky Mountain snow falls consistently on 5,850 acres of skiable terrain, ranging from groomers ready for your widest turns to bucket list descents that challenge even the best athletes.

With over 40 nonstop flights connecting more than 30 destinations, Big Sky is the most connected mountain resort in the country. Serviced by Bozeman Yellowstone International Airport (BZN), travelers are just an hour-long scenic drive up the Gallatin River Canyon from America's Biggest Skiing. Connectivity from the airport to Big Sky is easy with a vast number of local transportation providers.

WHAT IF I DON'T SKI?

If you don't ski or board (and there are quite a few attendees who don't), no worries! The hotel concierge can give you a long list of activities to keep you busy, if that's your desire. Big Sky is home to a vast array of world class restaurants and shops located throughout the town. In addition, you can partake in snowmobiling, spa visits, and plenty of après ski. Will you be able to fit it all in? We challenge you to try!

PROGRAM OUTLINE (SUBJECT TO MODIFICATION)

MONDAY, JANUARY 10

- 5:00 PM** **Welcome Reception** *Missouri Ballroom (Yellowstone Conference Center)*
Plenty of networking, food, and beverages. Pick up your registration packet and mingle with colleagues.

TUESDAY, JANUARY 11

- 7:00 AM** **Yoga and Stress Reduction** *Dunraven/Obsidian Rooms (Yellowstone CC)*
Relax, release stress, and energize yourself in this popular Ski Workshop activity. Registered guests are also welcome.
- 8:00 AM** **Hot Breakfast Buffet** *Lower Atrium (Yellowstone CC)*
If you arrived too late for the reception, you may pick up your workshop materials this morning at breakfast.
- 8:45 AM** **Introductions and SSA News** *Missouri Ballroom (Yellowstone CC)*
- 9:00 AM** **Keynote Address** *Missouri Ballroom (Yellowstone CC)*
TROY DOWNING, *Montana Commissioner of Securities and Insurance, State Auditor*
Q&A with JOE DOHERTY, *SSA SVP, Chief Legal & Legislative Officer*
- 10:00 AM** **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!
- 5:30 PM** **Cocktail Reception** *Huntley Dining Room (Huntley Lodge)*
Celebrate this great event! Spend some time with other attendees before heading out to dinner.

WEDNESDAY, JANUARY 12

- 6:30 AM** **Yoga and Stress Reduction** *Dunraven/Obsidian Rooms (Yellowstone CC)*
Another great session to start your day on a positive note!
- 7:30 AM** **Hot Breakfast Buffet** *Lower Atrium (Yellowstone CC)*
- 8:30 AM** **Roundtables** *Missouri Ballroom (Yellowstone CC)*
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.
- 9:30 AM** **Self Storage Market Update** *Missouri Ballroom (Yellowstone CC)*
CHRIS SONNE, *Newmark*
- 10:30 AM** **Skiing and Leisure Activities**
The rest of the day is open for attendees to hit the slopes, shop, go snowmobiling, or just relax in the spa before heading out to dinner.

THURSDAY, JANUARY 13

- 6:30 AM** **Yoga and Stress Reduction** *Dunraven/Obsidian Rooms (Yellowstone CC)*
Another great session to start your day on a positive note!
- 7:30 AM** **Hot Breakfast Buffet** *Lower Atrium (Yellowstone CC)*
- 8:30 AM** **“The Young Guns” Panel** *Missouri Ballroom (Yellowstone CC)*
ANNE HAWKINS, *Morningstar Properties, LLC*
BEN HENDRICKS, *Five Star Storage*
BROOKS LUMPKIN, *Southeast Storage*
ADAM MIKKELSON, *Liberty Investment Properties*
Technology, trends due to COVID, hiring and retaining employees, operating in today’s acquisition and development landscape.
- 10:00 AM** **Skiing and Leisure Activities**
- 5:30 PM** **Closing Speaker** *Missouri Ballroom (Yellowstone CC)*
ANNE GILBERT CHASE – Adventurer and Alpinista (and member of the self storage family)
- 6:30 PM** **Closing Reception and Dinner** *Huntley Dining Room (Huntley Lodge)*
Lots of fun and some more great networking! This special event is included in your registration fee.

OPENING NIGHT RECEPTION

Our opening reception on Monday, January 10 will be an excellent opportunity to meet and greet your industry friends. We’ll have plenty of food and libation for all registrants! Pick up your registration materials and “talk business,” or plan your extra-curricular activities with new and veteran workshop attendees. Whether you’ve spent the day in transit or on the slopes, you’ll find this to be a fun and relaxing atmosphere.

YOGA FOR EVERYONE

These early morning sessions continue to be popular with our workshop participants. Our instructor conducts the classes so that “yogis” of all levels will benefit. You’ll come away energized, limber, and stress free... and with a new sense of appreciation for all of the muscles you re-discovered on the slopes.

DISCOUNTED LIFT TICKETS

We have arranged for a group discount for both lift tickets and equipment rentals. You can reserve lift tickets by [visiting this link](#). Be advised, if you navigate away from this page, the group rate will no longer be available. Please be sure to book directly from the link above.

INFORMAL ATMOSPHERE

Previous attendees tell us they love the informal nature of the Ski Workshop. Networking is easier, packing is certainly less of a hassle, and it’s nice to get away from business attire. As you plan your trip, pack jeans, khakis, turtlenecks, sweaters, hiking shoes and boots. Leave the suits, ties, and cocktail attire at home... even the Closing Night Banquet is casual.

CLOSING NIGHT RECEPTION & DINNER

Thursday evening will be a great close to our Ski Workshop and our closing banquet is included in your registration fee. If you are with friends who would like to join us, but are not registered for the Workshop, you may purchase additional tickets for them under the “Guest Registration” category.

THANK YOU TO OUR 2022 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!

