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SSA 2025 FALL CONFERENCE & TRADE SHOW



50 YEARS



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CONFERENCE SCHEDULE

SEPTEMBER 2-5 • ARIA RESORT & CASINO • LAS VEGAS



SERVING MEMBERS SINCE 1975

SSA 2025 FALL

CONFERENCE & TRADE SHOW

SEPTEMBER 2-5

CONFERENCE SCHEDULE

SUBJECT TO
MODIFICATIONS

TUESDAY, SEPTEMBER 2

7:00A-5:00P	ATTENDEE & EXHIBITOR REGISTRATION	<i>2nd Floor Hallway</i>
7:00A-5:00P	MEMBERSHIP • STATE AFFILIATES • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION	<i>Ironwood Foyer</i>
7:00A-5:00P	SSA CAFÉ Food and beverage service for registered attendees. Badge required. GENEROUSLY SPONSORED BY: A&E CONSTRUCTION CO. • CHATEAU PRODUCTS • HRIC MD, INC. • PRORIZE LLC • PUBLIC STORAGE	<i>Juniper 1</i>
8:00A-5:00P	EXHIBITOR MOVE-IN	<i>Pinyon & Bristlecone</i>
11:00A-12:00P	SSA 101: MAXIMIZE YOUR EXPERIENCE PRESENTED BY: SSA STAFF This session will help make your first SSA meeting experience not only more enjoyable but more productive as well. You'll learn to maneuver through all the conference program activities in a timely, efficient manner, so you can plan your personal agenda for maximum effectiveness. Then, you'll find out how to put your SSA membership to work for you! Learn about programs created specifically for managers and owner/operators, new publications, navigating the SSA website, and much more. GENEROUSLY SPONSORED BY: ABSOLUTE STORAGE MANAGEMENT • KIWI II CONSTRUCTION	<i>Starvine 1-2</i>
2:00P-5:00P	FAMILY BUSINESS MASTER CLASS (SEPARATE FEE REQUIRED) THE POSITIVES OF PASSING IT ON PRESENTED BY: JOLENE BROWN This upbeat, interactive workshop taps into lessons from successful legacy business leaders and managers. Attendees will learn how to honor their family while building and transitioning their business to the next generation. GENEROUSLY SPONSORED BY: FIVE STAR STORAGE	<i>Juniper 2</i>
2:00P-5:00P	SELF STORAGE MANAGERS MASTER CLASS (SEPARATE FEE REQUIRED) Step into the next level of your self storage career with a three-hour training program led by six seasoned veterans. David Cooper (Storage King); Jim Mooney (Freedom Storage Management); Carol Mixon (SkilCheck Services); Stacie Maxwell (On The Move); Sarah Beth Johnson-DeFazio (Universal Storage Group); and Sue Haviland (Haviland Storage Services). This immersive course is designed for both aspiring and current facility managers who want to sharpen their skills, increase operational efficiency, and drive profitability in a competitive market. <ul style="list-style-type: none">❖ Operations & Facility Management: site walk-throughs, curb appeal; security systems and protocols; access control and overlock procedures; preventive maintenance; and vendor management.❖ Customer Service & Sales Skills: handling inquiries and facility tours; closing the rental (in-person and online); managing objections and upsells; building tenant relationships; and handling complaints professionally.❖ Revenue Management: dynamic vs. fixed strategies; customer communication; discounts, promotions and concessions; analyzing occupancy vs. income; and competitor monitoring.❖ Collections & Delinquency Control: payment policies and automation; late fee structures; communicating with past-due tenants; lien law compliance; and auction process basics.❖ Marketing & Online Presence: local marketing tactics, managing online listings & reviews; digital advertising basics (Google, social platforms); website and online rentals; and community engagement & referrals.❖ Risk Management & Tenant Protection: insurance requirements and offers; selling tenant protection plans; liability avoidance (site safety, lease clauses); emergency preparedness; and incident reporting and documentation. GENEROUSLY SPONSORED BY: THE SBOA (STORAGE BUSINESS OWNERS ALLIANCE) • US LED, LTD.	<i>Starvine 10-11</i>

ARIA RESORT & CASINO LAS VEGAS

50 YEARS

CONFERENCE SCHEDULE

SUBJECT TO
MODIFICATIONS

TUESDAY, SEPTEMBER 2 (CONTINUED)

5:30P–7:00P

SSA FOUNDATION FUNDRAISER FEATURING PRO FOOTBALL LEGENDS

Juniper 3–4

The SSA Foundation is holding this special fundraising event for its scholarship program and will feature five former pro football stars, food and beverages, games and so much more. The fundraiser requires a \$250 registration fee to attend. The football players making an appearance are Billy Sims (Lions), Ed “Too Tall” Jones (Cowboys), Rich Gannon (Vikings, Chiefs, Raiders), Randall Cunningham (Eagles, Vikings), and Jay Schroeder (Redskins, Raiders).

\$250 Donation required for entry.

7:00P–8:30P

CANADIAN SSA RECEPTION

Starvine 12–13

WEDNESDAY, SEPTEMBER 3

7:00A–5:00P

SSA CAFÉ

Juniper 1

Food and beverage service for registered attendees. Badge required.

GENEROUSLY SPONSORED BY: **A&E CONSTRUCTION CO.** • **CHATEAU PRODUCTS** • **HRIC MD, INC.** • **PRORIZE LLC** • **PUBLIC STORAGE**

7:00A–5:00P

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

Ironwood Foyer

7:00A–7:00P

ATTENDEE & EXHIBITOR REGISTRATION

2nd Floor Hallway

8:00A–10:00A

EXHIBITOR MOVE-IN

Pinyon & Bristlecone

8:15A–9:00A

EDUCATION SESSIONS

STATE OF THE SELF STORAGE MARKET

Starvine 1–2

SPEAKERS: STEVEN WEINSTOCK & JOHN CHANG • MARCUS & MILLICHAP

In this session, you'll get a review of general market conditions, how those conditions apply to the commercial real estate market and a special emphasis on self storage.

FUTURE-PROOFING SELF STORAGE: SMARTER TECH FOR THE NEXT 50 YEARS

Starvine 3–4

SPEAKERS: KRISTI ADAMS & ROBERT CHITI • OPENTECH ALLIANCE

The next 50 years of self storage will be defined by how well we embrace the right technologies today. This forward-looking session will explore the smart tech stack operators are using now to stay ahead of the curve, from AI-powered automation and remote access control to smart locks, sensors, mesh networks, and predictive analytics. Backed by 22 years of experience in self storage technology and global operator insights, we'll break down what's real, what's coming, and what matters most when planning for long-term success. Whether you're scaling, investing, or optimizing operations, this session offers a strategic look at tech choices that deliver staying power.



CONFERENCE MOBILE APP

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SERVING MEMBERS SINCE 1975

SSA 2025 FALL

CONFERENCE & TRADE SHOW

SEPTEMBER 2–5

CONFERENCE SCHEDULE

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WEDNESDAY, SEPTEMBER 3 (CONTINUED)

8:15A–9:00A

EDUCATION SESSIONS (CONTINUED)

MODERN RENTAL AGREEMENT CLAUSES YOU MAY BE MISSING

Starvine 6–7

SPEAKER: JEFFREY GREENBERGER • GREENBERGER & BREWER LLP

As the industry evolves and law evolves, operators need to keep their rental agreement current. This includes keeping up with any statutorily required changes, and there are also clauses that have evolved, due to changes in the industry. For example, do you give yourself the right to purchase the personal property, if no one else bids? Have you addressed if an online auction buyer does not appear to pay? If you are using electronic or Bluetooth locks, these are new issues you should address in your rental agreement. Does your rental agreement contain necessary waivers to avoid a class action lawsuit? Ultimately, the best way to combat the new issues in our industry, is by addressing them in our rental agreements. Our presenter, Jeffrey Greenberger, will review the concepts of what needs to be included to make your rental agreement modern and up to date. (Note, not all suggested clauses may be permissible in all states).

KPIs, ROI, AND NOI: THE NUMBERS THAT MATTER FOR SELF STORAGE OPERATORS

Starvine 11

SPEAKER: MAGEN SMITH • ATOMIC STORAGE GROUP

In the competitive world of self storage, success isn't just about occupancy rates — it's about understanding and mastering the key financial metrics that drive profitability. This session will dive deep into the critical numbers every self storage operator must track to thrive: Key Performance Indicators (KPIs) that reveal operational health, Return on Investment (ROI) metrics that measure the true effectiveness of your capital, and Net Operating Income (NOI), the cornerstone of property valuation and financial strength. We'll break down which KPIs matter most (and which don't), how to accurately calculate ROI for expansion or upgrades, and why NOI should guide nearly every strategic decision you make. Whether you're a seasoned owner or growing your first portfolio, you'll walk away with a sharper eye for the numbers that move the needle — and a roadmap to maximizing the financial performance of your storage assets.

Key Takeaways:

- ✦ Learn the essential KPIs for evaluating facility performance beyond occupancy.
- ✦ Understand how to calculate and apply ROI to projects, marketing, and acquisitions.
- ✦ Master the importance of NOI in property valuation, refinancing, and exit strategies.
- ✦ Discover actionable steps to track, report, and improve these metrics in your day-to-day operations.

9:00A–9:15A

BREAK

9:15A–10:00A

GENERAL SESSION

Ironwood

THE LATEST 2025 SELF STORAGE DEMAND STUDY

PANELISTS: CHELSEA GLASS • C+R RESEARCH | GEORGE LEON • DESIGNETTO CONSULTING
ALYSSA QUILL • STORAGE ASSET MANAGEMENT | WEYEN BURNAM • STORAGEMART

Join our expert panel as we take a deep dive into the SSA's newly released *Self Storage Demand Study* and Data Web Portal. Find out where the industry stands today, how demand has evolved over time, and what to expect in the near future. And get a sneak-peek at the SSA's upcoming Data Web Portal designed especially for SSA members.

10:00A–10:15A

BREAK

10:15A–11:30A

FEATURED SPEAKERS SESSION

Ironwood

SELF STORAGE EXECUTIVE ALL STARS

As part of our Golden Anniversary celebration, we will take stock of where self storage finds itself in 2025 with a panel of chief executives from some of the industry's largest portfolios. SSA President & CEO **Tim Dietz** will moderate this panel of prominent executives including **Cris Burnam**, StorageMart; **Bill Hobin**, William Warren/StorQuest; **Chris Marr**, CubeSmart; **Joe Margolis**, Extra Space; **Joe Russell**, Public Storage; and **Joe Shoen**, U-Haul.

ARIA RESORT & CASINO LAS VEGAS

50 YEARS



CONFERENCE SCHEDULE

SUBJECT TO
MODIFICATIONS

WEDNESDAY, SEPTEMBER 3 (CONTINUED)

11:30A – 4:00P

TRADE SHOW

Pinyon & Bristlecone

12:00P – 2:45P

LARGE OPERATORS COUNCIL MEETING

Juniper 3-4

The SSA's 50th Anniversary celebration coincides with the return of the professional football season and the Large Operators Council (LOC) is joining in the fun starting with a luncheon (at 12:00PM) followed by a panel of some of industry's greatest of all time (GOATs) starting at 12:30PM. Public Storage Chairman and former CEO **Ron Havner** will moderate this session which will also include leading public company executives from the industry's "coming of age" years. Havner will be joined by **Chuck Barbo**, former CEO of Shurgard; **Mike Burnam**, CEO of StorageMart; **Dean Jernigan**, former CEO of StorageUSA, CubeSmart and Jernigan Capital; **Dave Rogers**, former CEO of LifeStorage; and **Ken Woolley**, Chairman and former CEO of Extra Space.

Following the GOATs session, you'll hear **Kevin O'Leary**, one of North America's most successful entrepreneurs and star of Shark Tank, speak on his business philosophy and how he achieved remarkable success.

GENEROUSLY SPONSORED BY: **ADVERANK • VERITEC SOLUTIONS INCORPORATED**

2:45P – 4:00P

LARGE OPERATORS COUNCIL RECEPTION

Juniper 3-4

GENEROUSLY SPONSORED BY: **SELF STORAGE MANAGER, INC.**

4:00P – 5:30P

YOUNG LEADERS GROUP (YLG) SESSION

Juniper 2

GENEROUSLY SPONSORED BY: **KIWI II CONSTRUCTION • NODAFI • STORAGELY • THE STORAGE GROUP**

5:45P – 9:30P

SHUTTLES TO/FROM ARIA AND ALLEGiant STADIUM

Shuttles to the "50 on the 50 Celebration" will depart from the **TOUR BUS LOBBY** beginning at 5:45 PM, with the last shuttle departing at 7:00 PM.

Return shuttles to Aria Casino & Resort will begin at 8:00 PM, with the last shuttle departing Allegiant Stadium at 9:30 PM.

6:00P – 9:00P

SSA'S "50 ON THE 50 CELEBRATION"

Allegiant Stadium

GRAMMY Award-winning musician Darius Rucker and his band will be performing at the SSA's "50 on the 50 Celebration". This private performance is exclusive to SSA attendees and included with your registration (excluding the Foundation Fundraiser Only registration). The Celebration will also include open bar and food stations, giveaways, photo booths, locker room tours, games and so much more.

Must be 21 (with valid ID) to attend "50 on the 50 Celebration".

Conference badge required. Clear bag policy enforced.

No exceptions.

GENEROUSLY SPONSORED BY:

QUARTERBACK: STORABLE

**RECEIVERS: EXTRA SPACE STORAGE • MARCUS & MILLICHAP
STORAGE COMMANDER**

**KICKERS: AI LEAN • KIWI II CONSTRUCTION • OPENTECH ALLIANCE
PARAMOUNT METAL SYSTEMS, LLC • ROLL-UP DOOR, INC.
SELF STORAGE MANAGER • SOLID STEEL STRUCTURES INC.
STEEL AND METAL SYSTEMS, INC. • STORAGE ASSET MANAGEMENT**





SERVING MEMBERS SINCE 1975

SSA 2025 FALL

CONFERENCE & TRADE SHOW

SEPTEMBER 2-5

CONFERENCE SCHEDULE

SUBJECT TO
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THURSDAY, SEPTEMBER 4

8:00A-3:30P	ATTENDEE & EXHIBITOR REGISTRATION	<i>2nd Floor Hallway</i>
8:00A-5:00P	MEMBERSHIP • STATE AFFILIATES • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION	<i>Ironwood Foyer</i>
8:00A-5:00P	RECOVER AND REGENERATE BREAKFAST • SSA CAFÉ Food and beverage service for registered attendees. Badge required. GENEROUSLY SPONSORED BY: A&E CONSTRUCTION CO. • CHATEAU PRODUCTS • HRIC MD, INC. • PRORIZE LLC • PUBLIC STORAGE	<i>Juniper 1</i>
8:30A-9:45A	CANADIAN SSA SESSION	<i>Starvine 5</i>
9:00A-10:30A	SSA WOMEN'S COUNCIL PANEL SESSION & BREAKFAST SSA'S WOMEN IN LEADERSHIP FEATURING: FOY COOLEY CAROL SHIPLEY ANNE BALLARD JOANNE GEILER DEBBIE SUTHERLAND Start your morning off with a bite to eat and hearing from an extraordinary panel of female trailblazers — past SSA Chairs and Hall of Fame recipients. These industry leaders will share their insights on leadership, overcoming challenges, and the lessons they've learned on their journey to the top. GENEROUSLY SPONSORED BY: NODAFI • PARAMOUNT METAL SYSTEMS, LLC • STORABLE • SUPPLY SIDE USA THE SBOA (STORAGE BUSINESS OWNERS ALLIANCE)	<i>Starvine 10</i>
10:30A-11:30A	ROUNDTABLE DISCUSSIONS Just about every self storage topic you can think of will be addressed in small discussion groups led by knowledgeable facilitators. Tablehopping several times during the session offers you a chance to get as much information as possible on a variety of topics. We will have about 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.	<i>Juniper 1</i>
11:30A-3:00P	TRADE SHOW	<i>Pinyon & Bristlecone</i>
3:00P-10:00P	EXHIBITOR MOVE-OUT	<i>Pinyon & Bristlecone</i>
3:15P-4:15P	SSA FOUNDATION HALL OF FAME INDUCTIONS This prestigious honor goes to individuals who have made outstanding contributions not only to SSA but also to the storage industry as a whole. This year we honor Jim Davies, Talonvest Capital (in memoriam) and Phyllis McArthur, Morningstar Properties. FOUNDATION FORUM SPEAKER THRIVING IN THE AGE OF AI PRESENTED BY: RICH KARLGAARD Award-winning entrepreneur-turned-publisher, columnist, author, television commentator, private investor and board director Rich Karlgaard has a unique vantage point on the trends driving the business and economic climates.	<i>Ironwood</i>
4:15P-4:30P	BREAK	

ARIA

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50

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CONFERENCE SCHEDULE

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THURSDAY, SEPTEMBER 4 (CONTINUED)

4:30P–5:15P

EDUCATION SESSIONS

STATE OF PLAY: MARKET CONDITIONS, OPERATIONAL WINS, AND TECHNOLOGY STRATEGIES *Starvine 1–2*

PANEL: CHUCK GORDON • STORABLE (MODERATOR) | CHUCK JAMES • SPAREBOX SELF STORAGE
PETER SMYTH • WHITE LABEL STORAGE | SEAN VENEZIO • CUBIX SELF STORAGE

Engage in a candid discussion with leading operators to assess the current state of the self storage market. This session blends a rigorous market overview with firsthand success stories and a critical analysis of technology strategies that are driving measurable outcomes.

SECRETS OF THE TOP 10%: WHAT HIGH-PERFORMING MANAGERS DO DIFFERENTLY *Starvine 3–4*

SPEAKERS: SARAH BETH JOHNSON-DEFAZIO & LOU BARNHOLDT
UNIVERSAL STORAGE GROUP

What sets the best self storage managers apart from the rest? It's not just experience or luck — it's a series of smart habits, customer service skills, and operational disciplines they practice consistently. In this fast-paced, insight-packed session, we'll dive into the real-world behaviors, routines, and mindsets that separate the top 10% of managers from everyone else. You'll leave with actionable tips you can immediately use to level up your site's performance, occupancy, and customer satisfaction. Key Takeaways:

- ✦ The small daily habits that build huge long-term success.
- ✦ How top managers think differently about customer service.
- ✦ Time management strategies they actually use — not just theory.
- ✦ How they proactively avoid issues instead of reacting to problems.
- ✦ The way they approach sales (without feeling pushy).
- ✦ Leadership traits that help them build trust with owners, regional managers, and teams.
- ✦ How they stay motivated — even on tough days.

**WHAT'S HAPPENING IN SELF STORAGE:
TRENDS IN CONSTRUCTION, DESIGN, AND INDUSTRY SHIFTS**

Starvine 6–7

SPEAKER: TYLER JONES • ARCO/MURRAY DESIGN BUILD

This session explores the latest design and construction trends shaping storage facilities, along with market forces such as interest rates, policy shifts, and consumer behavior. Attendees will gain insight into what's driving development decisions today and what to expect in the next wave of storage innovation.

MASTERING YOUR SALES FUNNEL: STRATEGIES FOR SUCCESS

Starvine 11

SPEAKER: GRACE TOTTY • ABSOLUTE STORAGE MANAGEMENT

Learn how to effectively evaluate and optimize your sales funnel to drive results. This program will cover:

- ✦ Crafting the right message for phone conversations to build trust and rapport.
- ✦ Proven techniques to encourage sales and close deals.
- ✦ Strategic discounting: when to offer and what works best.
- ✦ Timing and methods for effective follow-ups to keep prospects engaged.
- ✦ Navigating communication channels to match customer preferences.
- ✦ Understanding legal requirements for opt-ins and maintaining compliance.

Empower your sales process with actionable strategies to boost conversion rates and build lasting customer relationships!

SSA 2025 FALL

CONFERENCE & TRADE SHOW

SEPTEMBER 2–5

CONFERENCE SCHEDULE

SUBJECT TO
MODIFICATIONS

FRIDAY, SEPTEMBER 5

7:00A–10:00A

SSA CAFÉ

Ironwood

Food and beverage service for registered attendees. Badge required.

GENEROUSLY SPONSORED BY: **A&E CONSTRUCTION CO.** • **CHATEAU PRODUCTS** • **HRIC MD, INC.** • **PRORIZE LLC** • **PUBLIC STORAGE**

7:00A–10:00A

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

Ironwood Foyer

8:00A–8:45A

EDUCATION SESSIONS

TEN THINGS I LEARNED ABOUT SELF STORAGE BY RECOGNIZING AND CREATING VALUE

Starvine 1–2

SPEAKER: **JEFF HUMPHREY** • INLAND DEVON SELF STORAGE

There are many data points to consider when valuing a self storage property to purchase. In this session we will look at how this information fluctuates, suggestions on where to obtain information, how to estimate, and share some of the most common challenges. The topics discussed in this session typically make or break a transaction. You won't want to miss this session from Jeff Humphrey, who's been an SSA Valuation & Acquisition Course instructor for the last 18 years.

TRAIN TO RETAIN: COACHING, DEVELOPING, AND GROWING TALENT IN SELF STORAGE

Starvine 3–4

SPEAKER: **BELINDA JONES** • STORAGE ASSET MANAGEMENT

In today's competitive self storage market, retaining great employees is more critical than ever. This session reveals how training can be the cornerstone of your retention and development strategy. Instead of treating onboarding as a one-time event, we'll explore how coaching, goal-setting, and structured development conversations can keep your team engaged and growing long after Day 1. Whether you're managing one facility or scaling across multiple sites, you'll leave with practical tools and coaching techniques that can be implemented immediately. Attendees will learn how to:

- ✦ Identify how training impacts employee retention in the self storage industry.
- ✦ Structure ongoing development conversations beyond onboarding.
- ✦ Implement goal-setting frameworks aligned with business KPIs.
- ✦ Empower managers as coaches to increase engagement.
- ✦ Apply blended learning to reinforce development on the job.

REMOTE MANAGEMENT STRATEGIES TO HELP BOOST CUSTOMER SATISFACTION AND YOUR BOTTOM LINE

Starvine 6–7

SPEAKER: **ADAM WAGNER** • ANYTIME STORAGE PROPERTY MANAGEMENT

Remote facility management isn't a new concept by any means, but how can we improve our processes to achieve a higher net operating income (NOI) while boosting customer satisfaction and retention? We will discuss how to manage the day-to-day workload, including facility walk-throughs, managing tenant issues, showcasing units to prospective tenants and more.



ARIA RESORT & CASINO LAS VEGAS

50 YEARS

CONFERENCE SCHEDULE

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FRIDAY, SEPTEMBER 5 (CONTINUED)

8:00A–8:45A

EDUCATION SESSIONS (CONTINUED)

SELF STORAGE NATIONAL OUTLOOK

Starvine 11

SPEAKER: TYSON HUEBNER • YARDI MATRIX/YARDI SYSTEMS INC.

After years of record-breaking growth, the self storage market faced significant challenges in 2023 and 2024. Rising interest rates led to reduced demand, occupancy, rents and property values. Meanwhile, an influx of new supply added pressure, especially in the markets that saw the highest growth during the pandemic. Despite these challenges, self storage continues to attract strong investor interest, and Yardi Matrix data indicates that market fundamentals may be stabilizing, particularly at the local level.

Topics will include:

- ✦ Key national demand drivers, including economic factors, demographics and the housing market.
- ✦ A detailed analysis of self storage industry fundamentals, focusing on top U.S. markets.
- ✦ Trends in advertised rental rates and the factors influencing them.
- ✦ Insights from best-in-class development data and their implications.
- ✦ A look at recent transactions and loan activity in the sector.

This session will provide valuable insights into the current state of the self storage market and its future outlook.

8:45A–9:00A

BREAK

9:00A–9:45A

EDUCATION SESSIONS

MODERNIZING SELF STORAGE OPERATIONS: EMBRACING TECHNOLOGY, AI, AND AUTOMATION

Starvine 1–2

PANEL: ANDREW CAPRANOS • 10 FEDERAL | BEN HENDRICKS • FIVE STAR STORAGE
ADAM BURNAM • STORAGE MART | BEAU AGNELLO • GO STORE IT

The self storage industry is undergoing a significant transformation, driven by advancements in technology, artificial intelligence (AI), and automation. This panel will explore how these innovations are reshaping operational strategies, enhancing customer experiences, and driving efficiency across facilities. Our panel will discuss:

- ✦ Implementing AI-driven tools for customer service, such as chatbots and virtual assistants, to streamline interactions and improving responsiveness.
- ✦ Adopting automated systems for facility management, including access control, security monitoring, and climate regulation, to reduce manual oversight and operational costs.
- ✦ Leveraging data analytics to inform decision-making, optimize pricing strategies, and predict maintenance needs.
- ✦ Real-world case studies showcasing successful integration of technology in self storage operations, highlighting challenges faced and lessons learned.

Attendees will gain insights into practical approaches for integrating modern technologies into their operations, regardless of facility size or scale. This session aims to equip self storage professionals with the knowledge to navigate the evolving technological landscape and remain competitive in a rapidly changing market.

*Join us to
celebrate*

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FRIDAY, SEPTEMBER 5 (CONTINUED)

9:00A–9:45A

EDUCATION SESSIONS (CONTINUED)

REVITALIZE YOUR FACILITY WITH BUDGET-FRIENDLY RENOVATIONS AND REPAIRS

Starvine 3–4

SPEAKERS: TRAVIS LAWHORNE & BLAKE ROBINSON • JANUS INTERNATIONAL GROUP, R3 DIVISION

Maintenance and renovations can be overwhelming to think about for self storage owner-operators. So, it may not surprise you that only 10% of organizations are estimated to do all their routine asset and equipment maintenance themselves. Whether you're in that group or part of roughly 90% who rely on third-party providers for at least some or all their work, there are effective strategies to revitalize your facility without overspending. Learn how to make it easier on yourself when tackling your self storage renovations, repairs and other regular maintenance. We'll also include creative ways to add unit sizes, when to replace aging doors and the tax and revenue benefits of renovations — including what to ask when adding portables.

RED FLAGS AND GREEN LIGHTS: REAL-WORLD LESSONS FROM 3 DECADES OF DUE DILIGENCE

Starvine 6–7

SPEAKER: CINDY ASHBY • DYNAMIC SELF STORAGE SOLUTIONS

With 30 years of hands-on experience in self storage operations, consulting, and acquisitions, Cindy pulls back the curtain on what really makes — or breaks — a deal. This session goes beyond spreadsheets and cap rates to explore the operational, market, and human factors that drive long-term success or hidden headaches. From sketchy sellers and misleading marketing to golden opportunities hidden in plain sight, Cindy shares real-world scenarios, lessons learned the hard way, and the subtle signs she's learned to trust when evaluating a property. Attendees will walk away with a sharper eye for both red flags and green lights, practical tools to apply to their next deal, and a renewed confidence in their due diligence process. Key Takeaways:

- ❖ How to spot red flags that don't show up on a financial statement.
- ❖ The operational indicators that predict future performance.
- ❖ Questions every buyer should ask (but often forgets).
- ❖ Common traps in underwritten assumptions.
- ❖ How to read between the lines in seller-provided data.
- ❖ Real examples of deals that looked great on paper-and why they weren't.
- ❖ Whether you're a seasoned investor, a first-time buyer, or an operator involved in acquisitions, this session will sharpen your instincts, save you from costly surprises, and maybe even make you laugh along the way.

HOW INSURANCE COSTS ARE MAKING OR BREAKING SELF STORAGE DEALS

Starvine 11

SPEAKER: SCOTT GREENWALD • GOODMAN-GABLE-GOULD/ADJUSTERS INTERNATIONAL

In today's volatile insurance market, self storage operators and investors are facing rising premiums, shrinking coverage, and unexpected exclusions that can make or break a deal-before or after closing. This presentation, led by an experienced public adjuster, will dive into the critical, yet often-overlooked, role that insurance plays in the profitability and sustainability of self storage investments. Attendees will gain insider knowledge on how insurance claims, underinsurance, and policy language can dramatically impact asset value, operational continuity, and deal viability. You'll also learn proven tactics to maximize insurance claim payouts and ensure you're getting every dollar your policy entitles you to. This session will equip you with the knowledge to identify red flags, ask the right questions, and structure deals that stand up to disaster.

9:45A–10:00A

BREAK

10:00A–11:15A

CLOSING LEGAL PANEL SESSION

Ironwood

FIVE DECADES OF SELF STORAGE LEGAL STEWARDSHIP

Looking for answers to legal questions about your business? This session can help with that, and more. This session will showcase SSLN attorneys **Carlos Kaslow** and **Scott Zucker**, SSA in-house lawyers **Joe Doherty** and **Daniel Bryant**, CubeSmart Chief Legal Officer and Secretary **Jeff Foster** and **Jeffrey Greenberger**, a partner with the law firm Greenberger & Brewer, LLP. Here is your opportunity to get your legal questions answered by six of the industry's most experienced attorneys — all in one room.

ARIA

RESORT & CASINO

LAS VEGAS

50

YEARS

ARIA WEST CONVENTION CENTER MAP

LEVEL 3

MASTER CLASSES
LOC
SSA CAFÉ
YLG

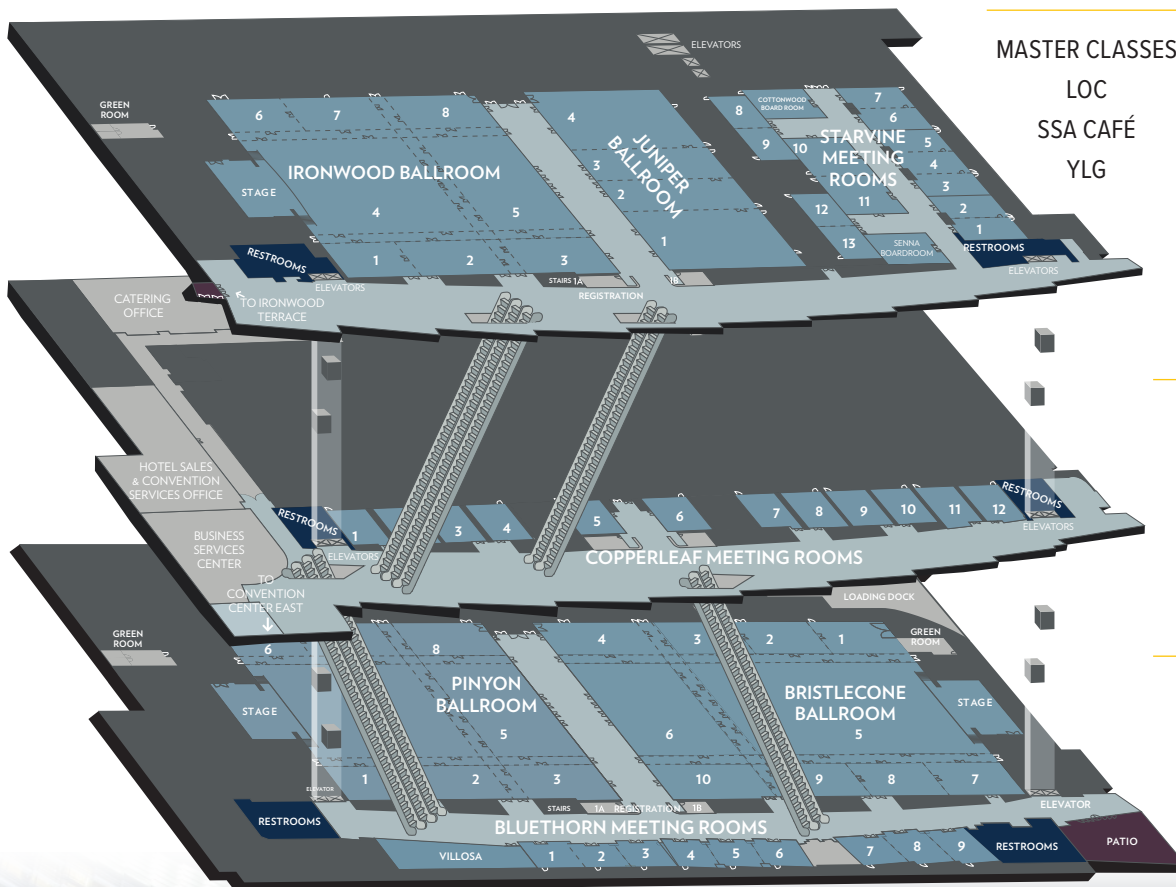
EDUCATIONAL
& GENERAL
SESSIONS
SSAF FUNDRAISER
ROUNDTABLES
WOMEN'S COUNCIL
SSA 101

LEVEL 2

REGISTRATION

LEVEL 1

TRADE SHOW





SSA FOUNDATION FUNDRAISER

\$250 ENTRANCE FEE

DON'T MISS OUT ON THIS SPECIAL EVENT!

Your ticket will help raise money to award scholarships to deserving employees of national SSA members and their families.

MEET PRO FOOTBALL LEGENDS

BILLY SIMS • Lions

ED "TOO TALL" JONES • Cowboys

RICH GANNON • Vikings, Chiefs, Raiders

RANDALL CUNNINGHAM • Eagles, Vikings

JAY SCHROEDER • Redskins, Raiders

EVENT HIGHLIGHTS

Meet & Greet with the Players and Autograph Signings

Social Media Photo Station • Sports Agility Challenge

Quarterback Pass Game • Speed & Agility Ladder

Fowling Game • Open Bar and Appetizer Stations



TUESDAY, SEPTEMBER 2 • 5:30–7:00PM
JUNIPER 3 & 4 • ARIA RESORT & CASINO

SSA 2025 FALL

CONFERENCE
& TRADE SHOW

*Come join your colleagues at
Allegiant Stadium as we celebrate 50 years*

**“50 ON THE 50 CELEBRATION”
INCLUDED IN YOUR REGISTRATION FEE**

MC AND COMEDIAN MARK ELLIS

OPEN BAR AND FOOD STATIONS • CASHLESS VENUE

GIVEAWAYS • DJ • DRUMBOTS

PUNT PASS KICK GAMES • LOCKER ROOM TOURS

PHOTO BOOTHS • TAILGATE GAME ZONE

**SPECIAL CONCERT EVENT WITH MULTI-PLATINUM
MUSICIAN DARIUS RUCKER (8–9PM)**



**FREE SHUTTLE BUSES TO AND
FROM ARIA AND ALLEGiant**

CONFERENCE BADGE REQUIRED

*Clear bag policy enforced. Must be 21 (with valid ID)
to attend “50 on the 50 Celebration”.*

No exceptions.

“50 ON THE 50 CELEBRATION” SPONSORED BY

QUARTERBACK: Storable

RECEIVER: Extra Space Storage • Marcus & Millichap • Storage Commander

KICKER: Ai Lean • Kiwi II Construction • OpenTech Alliance • Paramount Metal Systems, LLC • Roll-Up Door, Inc.
Self Storage Manager • Solid Steel Structures Inc. • Steel and Metal Systems, Inc. • Storage Asset Management



WEDNESDAY, SEPTEMBER 3 • 6:00 – 9:00 PM
ALLEGiant STADIUM • LAS VEGAS

BAG POLICIES FOR ALLEGIANSTADIUM

APPROVED BAGS



12"x6"x12"
Clear Plastic Bag
or Backpack



Clear Plastic
Fanny Pack



1-Gallon
Plastic
Freezer Bag



4.5"x6.5"x2"
Non-Clear
Clutch Bag,
Purse or Wallet

NON-APPROVED BAGS



Backpack



Camera Bag



Diaper Bag



Mesh Bag



Purse



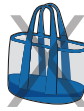
Seat Cushion



Large Clear
Backpack



Tinted
Plastic Bag



Oversized
Tote Bag



Printed Pattern
Plastic Bag



Binoculars
Case



Fanny
Pack

PROHIBITED ITEMS

ANY ITEM DEEMED BY MANAGEMENT TO BE DANGEROUS, INAPPROPRIATE OR DISRUPTIVE TO OTHER GUEST'S ENJOYMENT OF THE EVENT



NO UNAPPROVED BAGS*, WEAPONS, PROJECTILES, OUTSIDE FOOD & BEVERAGE, DRUGS, STROLLERS, LAPTOPS, OR TABLETS ALLOWED

*Any clear bag larger than 12" x 6" x 12" AND any non-clear clutch bag, purse or wallet larger than 4.5" x 6.5" x 2". Tinted or colored bags are prohibited.



NO HARD SIDED CONTAINERS, STICKS/POLES, DRONES, LASER LIGHTS, AUDIO OR VISUAL RECORDING DEVICES*, NON-SERVICE ANIMAL, OR NOISEMAKERS ALLOWED

*Audio or visual recording devices (with lens more than 6" in length), including GoPro, Google Glass, etc.



NO INAPPROPRIATE OR OFFENSIVE ATTIRE OR SIGNAGE, FIREWORKS, SMOKE BOMBS, UMBRELLAS*, AEROSOL, BICYCLES, OR BALLOONS ALLOWED

*Umbrellas larger than 12" in length (when collapsed).

THE EVENT WILL FOLLOW THE BAG CHECK POLICY REGULATIONS

- The SSA strongly encourages attendees not to bring any bags, but attendees will be able to carry the following style and size bag, package, or container at stadium plaza areas, stadium gates, or when approaching cue lines of attendees awaiting entry into the stadium.
- Bags that are clear plastic, vinyl or PVC and do not exceed 12" x 6" x 12" or 30.5 x 15.25 x 30.5 centimeters. This includes clear backpacks, clear fanny packs and clear cinch bags that fit within the permissible dimension.
- Small bags, non-clear bags that do not exceed 4.5" x 6.5" in size, with or without a handle or strap can be taken into the stadium.
- Prohibited items include, but are not limited to coolers* (unless medically necessary), briefcases, non-clear backpacks, non-clear fanny packs, diaper bags* (unless medically necessary), non-clear cinch bags, non-approved seat cushions* (unless medically necessary), luggage of any kind, computer bags and camera or binocular bags or any non-clear bag larger than the permissible size (4.5" x 6.5").



PROHIBITED ITEMS

Clear bag policy enforced. Conference badge required.
Must be 21 (with valid ID) to attend "50 on the 50 Celebration".

NO EXCEPTIONS