

# SSA 2019 FALL CONFERENCE & TRADE SHOW

September 3–6, 2019 | Las Vegas

MGM  
GRAND

HOTEL ROOM BLOCK DISCOUNTS **AUGUST 9**

PRE-REGISTRATION DISCOUNTS **AUGUST 16**

# JOIN US IN VEGAS!

For over 40 years, SSA has continued its commitment to provide the necessary tools and resources you need to help you move ahead of your competition. Our exhibitors display the best and most innovative products and services that you need to develop, build, and operate your self storage business. Talk with our vendors. Whether you are a seasoned veteran or an industry newcomer, you are sure to find many great resources in the exhibit hall.

If you are looking to get timely information, new ways to grow your business and enjoy your free time in a great city, come to Las Vegas. The SSA's primary goal is to provide a program that is relevant for all industry individuals, be they site/area managers, owner/operators, suppliers or investors.



## THE SSA TRADE SHOW

Spend time in the exhibit hall. Talk with our vendors and receive valuable information on the products and services you need to take your business to the next level. SSA is committed to giving you access to the best resources necessary to strengthen your business. Exhibitors are eager to share their knowledge, new concepts, and to help you fine-tune your operations in innovative and profitable ways.

*Insurance regulations do not permit children under 18 in the exhibit hall. Vendors who want to register for the conference, and are not exhibiting, must register in the full registration category only.*



### Trade Show Hours

Wednesday, September 4, 11:30a – 4:00p

Thursday, September 5, 11:30a – 3:00p

### Our exhibitors represent many sectors of the industry, including:

Acquisitions	Development and Site Selection	Manager Employment Services
Accounting, Security, Facility Management	Doors and Partitions	Manager Training
Advertising and Marketing	Energy Conservation and	Mobile and Portable Storage
Appraisal and Valuation	Environmental Equipment	Moving/Shipping Supplies
Architectural Services	Facility Maintenance and Repair	Records Storage
Boat and RV Storage	Fencing	Roofs, Roofing, Coatings
Brokerage	Financing and Mortgages	Signs/Banners
Building Components	Gates and Access Systems	Tenant Screening
Business Consulting and Management	Insurance	Training Materials and Manuals
Computer Software	Internet and Web Sites	Truck Rentals
Credit Card Processing	Kiosks	...and more!
Design and Construction	Locks/Door Hardware	



## TRADE SHOW ONLY REGISTRATION

This special registration category is for those individuals who cannot participate in all of the conference activities, but still want to learn about the self storage industry. Our exhibit hall is open on Wednesday and Thursday, September 4 and 5. If you are interested in attending only the Trade Show, you may pre-register for as low as \$145 (for SSA members).

## ATTENTION NON-MEMBERS

Join now and save on your registration! Members receive discounted prices for most conference activities. Members with Full or Additional registration receive a downloadable library of approved session recordings and slides. You qualify for member pricing if you join SSA when you register. Call SSA headquarters at (888)-735-3784, or visit our website at [www.selfstorage.org](http://www.selfstorage.org) for a membership application today.

# SELF STORAGE HALL OF FAME

*This prestigious honor goes to individuals who have made outstanding contributions not only to SSA but also to the storage industry as a whole.*



**Ron Havner**  
*Public Storage*

Ronald L. Havner, Jr. joined Public Storage in 1986 and held a variety of senior management positions prior to becoming CEO. Mr. Havner served as Chief Executive Officer of Public Storage from November 2002 until his retirement effective January 1, 2019. Mr. Havner joined the Board of Trustees of the Company in November, 2002 and has served as Chairman since August 2011. Mr. Havner has served as Chairman of the Board of Public Storage's affiliate, PS Business Parks (NYSE: PSB) since March 1998, and as Chairman of the Board of another Public Storage affiliate, Shurgard Self Storage SA (EURONEXT: SHUR) since completion of its initial public offering in October 2018.



**Dave Rogers**  
*Life Storage*

Dave Rogers, a co-founder of Life Storage, retired as the Company's Chief Executive Officer on February 28, 2019, a position that he had held since March 2012. Before assuming his role as Chief Executive Officer, Mr. Rogers served as the Company's Chief Financial Officer and Secretary from 1995 to February 2012, Vice President of Finance of the Company's predecessor from 1988 to 1995 and Controller and Due Diligence Officer of such predecessor from 1984 to 1988. Prior to joining the Company, Mr. Rogers spent seven years as an accountant and systems analyst in both the public and private sectors. Mr. Rogers has served on the board of directors of Catholic Health Systems as well as other not-for-profit entities. He served on the Board of Advisors of the National Association of Real Estate Trusts ("NAREIT") through December 31, 2018 and has been a regular presenter at national and regional meetings of the Self Storage Association. Mr. Rogers brings to the Board his intimate knowledge of the Company through his past experience as the Company's Chief Executive Officer.

## KEYNOTE ADDRESS

**Mike Burnam, Chief Executive Officer, StorageMart**



Mike Burnam is Chief Executive Officer at StorageMart, who, with his family, operates 225 self storage facilities (in excess of 17 million square feet of storage space) in the US, Canada and the UK. Mr. Burnam was previously Chief Executive Officer and Trustee at Warburg StorageMart Partners. He also served as Chief Executive Officer at Storage Trust Realty taking the company public in 1994, then again in 1999, selling it to Public Storage.

Mr. Burnam has developed, built and sold over \$3.5 billion in self storage transactions. He has been the Chairman of the Board of the national Self Storage Association and has served three terms on the national SSA Board of Directors. Mr. Burnam also sat on the Canadian Self Storage Association Board of Directors in 2007 and is a co-founder of the Self Storage Institute, established in 2015.

Mike Burnam was inducted into the Self Storage Hall of Fame in September 2015, and following his father, became the second member of the Burnam family to receive this recognition.

## SELF STORAGE ECONOMIC SUMMIT

**Keynote Speaker: Dr. Arthur B. Laffer, Presidential Medal of Freedom Award Recipient**



Dr. Arthur B. Laffer, one of the most influential economists in American history, received the Presidential Medal of Freedom at the White House on June 19 of this year, and will deliver the keynote address at this year's Economic Summit. Sponsored by Talonvest Capital, the event will take place September 3 at 1:00pm, at the MGM Grand in Las Vegas.

Dr. Laffer was an economic advisor to President Trump's 2016 campaign and was a member of President Reagan's Economic Policy Advisory Board in the 1980s. He predicted the outcome of the 2016 Presidential election by analyzing indicators such as the long running Gallup poll. With years of success and experience in advising on a governmental level, Dr. Arthur B. Laffer is an expert on economics and business.

At the Summit in Vegas, Dr. Laffer will answer questions like: What are his early economic and election forecasts for 2020? Why is he adamantly opposed to tariffs? What does he see the Fed doing in the 4<sup>th</sup> quarter of 2019 and into 2020 with rates and what will the impact be on our economy and industry?

Generously sponsored by: **TALONVEST**  
CAPITAL, INC.

# DAILY SCHEDULE *(subject to modification)*

## TUESDAY, SEPTEMBER 3

8:00a – 5:00p **Exhibitor Set-up**

8:00a – 6:00p **Conference and Trade Show Registration  
SSA Membership / State Associations / Products & Services Booth**

1:00p – 4:00p **SELF STORAGE ECONOMIC SUMMIT**

*Optional event; requires separate fee.*

◆ **Keynote Speaker: Dr. Arthur B. Laffer, Presidential Medal of Freedom Award Recipient**

*On June 19, 2019, President Donald J. Trump awarded the Presidential Medal of Freedom to Arthur B. Laffer. This prestigious award is the Nation's highest civilian honor, which may be awarded by the President to individuals who have made especially meritorious contributions to the security or national interests of the United States, to world peace, or to cultural or other significant public or private endeavors.*

*Arthur B. Laffer, the "Father of Supply-Side Economics," is one of the most influential economists in American history. He is renowned for his economic theory, the "Laffer Curve," which establishes the strong incentive effects of lower tax rates that spur investment, production, jobs, wages, economic growth, and tax compliance. Dr. Laffer was the first chief economist of the Office of Management and Budget and a top economic advisor to President Ronald Reagan. Among other accomplishments during his distinguished career, he served as a consultant to the Department of the Treasury and Department of Defense. Dr. Laffer's public service and contributions to economic policy have helped spur prosperity for our Nation.*



◆ **Industry Leaders Session**

**Moderator:** Patrick Reilly, President & CEO, Urban Self Storage

**Panelists:** Dave Benson, CEO, *Morningstar Properties, LLC*; Ken Nitzberg, Chairman & CEO, *Devon Self Storage*; Brian Cohen, President, *Andover Properties, LLC*; Stephen Clark, Principal, *Clark Investment Group*



◆ **Capital Markets Session**

**Lead by** Eric Snyder, Principal, Talonvest Capital, Inc.

**Panelists:** Keith Williams, Managing Director, *Wells Fargo*; Mike Mele, Vice Chairman, *Cushman & Wakefield*; Jason Haby, Vice President, *Crow Holdings Capital*

*This session will feature compelling debt and equity trends happening in our industry, now. How are equity and debt providers adjusting their underwriting and owners adjusting their capital strategies in these changing times? How does the Fed fit in?*



Generously sponsored by: **Talonvest Capital, Inc.**

1:00p – 3:30p **MANAGERS SUMMIT**

*Optional event; requires separate fee.*

**Excellence in the Tenant Life Cycle**

**Presenters:** Grace Totty, Director of Marketing; Jennifer Barnett, Chief Operating Officer and Amber Tyson, Vice President of HR, *Absolute Storage Management*

*This session walks self storage managers and owners through each step of a tenant's life cycle (attract, convert, close, delight), detailing how excellence can be displayed at each step. In this session, subject matter experts from three departments will walk listeners through marketing, operations and customer relations, detailing ways to be excellent.*

4:00p – 6:00p **Young Leaders Group (YLG) Networking Reception**

*Requires a company membership with the Self Storage Association and dues in the YLG.*

*To join the YLG, please go to [www.selfstorage.org](http://www.selfstorage.org).*

Generously sponsored by: **Storable  
Chateau Products**

5:30p – 6:45p

**Chairman’s VIP Reception**

*Ticketed event; by invitation only.*

6:00p – 7:30p

**Canadian Self Storage Association (CSSA) VIP Networking & Welcome Reception**

*Ticketed event; by invitation only.*

*All Canadian self storage owners, operators, managers and staff are invited to join the CSSA VIP Networking & Welcome Reception. This is a wonderful opportunity to meet other self storage operators from across Canada. There is no charge to attend this event and is open to all self storage operators registered to attend the Self Storage Association Fall Conference.*

**Please contact Sue Margeson at 1-888-898-8538 or at [info@cssa.ca](mailto:info@cssa.ca) for more details.**

**WEDNESDAY, SEPTEMBER 4**

7:00a – 5:00p

**Conference and Trade Show Registration**

7:00a – 11:30a/  
4:00p – 5:00p

**SSA Membership/ State Associations/ Products & Services Booth**

7:00a – 8:30a

**Breakfast Buffet and Networking**

7:30a – 8:30a

**CONCURRENT EDUCATIONAL SESSIONS**

◆ **Modernize Your Self Storage Facility**

**Presenter: Troy Bix, Janus International**

*Learn how to rebuild a more modern self storage facility and in return retain current customers, attract new tenants, and remain relevant in an increasingly competitive self-storage landscape. We’ll be discussing the importance of restoring and rebuilding older facilities from replacing doors to revamping unit mixes to retrofitting your security system. We’ll also explore the financial benefits of restoring and rebuilding older facilities and how you can increase rental revenue, improve your resale value, and in many cases even receive commercial and tenant insurance and property protection discounts.*

◆ **The Top 10 Action Items That = Rentals**

**Presenter: Jim Ross, The Self Storage Show**

*This session will give you the top 10 Action Items that self storage operators can easily implement that will bring in rentals in any market. These golden nuggets of action items come from conducting numerous one on one interviews with the industry’s top professionals for the podcast “The Self Storage Show.”*

◆ **Raising Capital for Your Next Self Storage Project**

**Presenter: Ryan Gibson, Spartan Investment Group, LLC**

*How to raise funds legally for your next self-storage project? Learn how to raise millions for your next deal from an experienced chief investment officer who has raised over \$12M to purchase existing and ground up development self storage projects. We will cover both legal and strategic topics on how to organize capital in accordance to the SEC.*

8:00a – 8:30a

**ORIENTATION FOR FIRST-TIME ATTENDEES AND NEW MEMBERS**

*This session will help make your first SSA Conference & Trade Show experience not only more enjoyable, but more productive as well. Learn to maneuver through all of the program activities in a timely, efficient manner, so you’ll be able to plan your personal agenda for maximum effectiveness. Then find out how you can put your SSA membership to work for you! Learn about new programs created specifically for owners and operators, new publications, and much more.*

*Generously sponsored by: **BCS Group**  
**Lindsey Self Storage Group***

8:45a – 10:00a

**OPENING PANEL SESSION**

**Storage in Europe: Opportunity or Trap?**

**Presenter: John McGlynn, Scottish Capital Partners Ltd.**

9:00a – 5:00p

**Direct Member Lounge**

*Membership has its privileges, and we’re rolling out the red carpet for direct members of the national SSA with a comfortable and relaxing lounge where you can sip on a complimentary beverage before visiting the trade show or next session. (Direct Member badge required upon entry.)*

*Generously sponsored by: **Chateau Products***



10:00a – 10:15a

**Break**

10:15a – 11:30a

**BARRY HOEVEN AWARD**

*Established in 2016, the Barry Hoeven Memorial Award was created in honor of the late Barry Hoeven to recognize individuals in the self storage industry who, like Barry, have performed heroic acts on behalf of others. This year we honor Spencer F. Kirk, Extra Space’s founder of the non-profit organization Kirk Humanitarian.*



10:15a – 11:30a

**FOUNDATION FORUM SPEAKER**

**Get Out Of Line: Step Up, Stand Out, & Succeed**

**Presenter: Sarah Robb O’Hagan, Extreme SRO**

*Executive, activist and entrepreneur, Sarah Robb O’Hagan has been described by the media as everything from “Superwoman undercover” to the “Pied Piper of Potential.” She is a high-energy combination of disruptive business leader, fitness fanatic, and cheerleading mom, and has been named one of Forbes’ “Most Powerful Women in Sports” and one of Fast Company’s “Most Creative People in Business.”*

*As former Chief Executive Officer of the indoor cycling company Flywheel Sports she lead the transformation of the business through digital content and services including the launch of the Fly Anywhere an at-home cycling product. Prior to this role, Sarah became an internationally recognized re-inventor of brands, having served as global president of the \$5Bn sports brand Gatorade, where she successfully led the business through a major repositioning and business turnaround, and global president of the luxury fitness company Equinox, where she reinvented the offering through a significant technology transformation.*



11:30a – 4:00p

**TRADE SHOW**

1:30p – 5:00p

**Large Owners Council Meeting**

*For SSA members who own 10 or more facilities and are dues-paying members of the LOC. Reception to follow.*



4:00p – 4:15p

**Break**

4:15p – 5:30p

**EDUCATIONAL ROUNDTABLES**

*Just about every self storage topic you can think of will be addressed in small discussion groups led by knowledgeable facilitators. Table-hopping several times during the session offers you a chance to get as much information as possible on a variety of topics. We have 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.*

5:45p – 6:45p

**CONCURRENT EDUCATIONAL SESSIONS**

◆ **Opportunity Zones and Self Storage**

**Presenter: Todd Richardson, Husch Blackwell LLP**

*Since the SSA Spring Conference, the Treasury Dept. issued on 04/17 a second round of proposed regulations providing guidance and clarification on many questions unanswered by the first round of proposed regulations. This additional guidance has prompted many investors that were previously waiting on the sidelines to begin to invest in opportunity zones. We will cover the most important guidance/clarifications provided by the second round of proposed regs and allow owners/investors actively investing in opportunity zones to provide insight.*

◆ **Look OUTSIDE for Best Practices**

**Presenter: Robert Vamvas, Hans Robert and Burgess Carey, Safe Storage, Inc.**

*The best way to run any business is to look beyond the industry you’re in to discover ways to optimize your business. From site selection to monitoring your business’s daily cash, discover ways company’s like Starbucks monitor store performance, Marriott treats their customers or how KPIs are determined to deliver outstanding service.*

◆ **How to Build a Security Strategy that Protects your Investment and Enhances the Tenant Experience**

**Moderator: Thomas Brooks, PTI**

*Your security setup should be more than just keeping the bad guys out and letting the good guys in. Join our panel of industry leading Security Integration Experts and Facility Operators as we discuss real-world examples of how facilities can leverage security to better protect their investment and enhance the tenant experience. Topics will include:*

- Security in the industry today: “The ground truth”
- Essential vs Optional Components: Our experts weigh in
- How to integrate and operationalize your security strategy
- Audience proposed topic(s)

5:45p – 6:45p

## Nevada Self Storage Association Meeting / Educational Session

6:45p – 8:15p

## Welcome to Las Vegas Reception

Thank you to our 2019 Fall Event Sponsors:



## THURSDAY, SEPTEMBER 5

7:00a – 3:30p

### Conference and Trade Show Registration

7:00a – 11:30a /  
3:00p – 5:00p

### SSA Membership / State Associations / Products & Services Booth

7:00a – 8:15a

### Breakfast Buffet and Networking

7:30a – 8:30a

## CONCURRENT EDUCATIONAL SESSIONS

#### ◆ Multi Level Self Storage Construction

Presenter: Patrick McCallister, *Storage Building Company, LLC*

*This discussion will explore multi-level self storage construction. Reviewing structural engineering contracting, framing systems (load bearing or structural steel), unit mix construction, and exterior finishes (CMU and Insulated Metal Wall Panels). We'll discuss construction budgets for the above listed scope items, process and durations, expectations, and pros and cons.*

#### ◆ How to Optimize your Auction: Live or Online

Presenter: Lonnie Bickford, *AppleTree Storage & StorageAuctions.com*

*Live and Online auction tips to improve turnout and make more money! Come learn lessons and tips from a multi-facility owner / operator of self-storage facilities for over 20 years, and who is also a licensed auctioneer, to get the most out of your auctions. Find out what type of auction is best for your facility, and how to market your auction to draw a crowd at live and online auctions. See what liabilities you face from live or online auctions, and when is the best time and day to schedule your auctions. Make the most out of your auction to recoup your past due rents.*

#### ◆ Human Resources--Recruiting and Hiring

Presenter: Doug Griest, *e-Test* and Tim Springer, *Move It Management LLC*

*Hiring employees is difficult but can be made easier by following best practices. The topic will be addressed from the perspective of an organization psychologist and an owner/operator. Topics covered include understanding the job, sourcing candidates, behavioral interviewing, avoiding biases, legal issues, testing, and how to objectively evaluate candidates.*

8:30a – 8:45a

### Break



## CONCURRENT EDUCATIONAL SESSIONS

### ◆ Block Chain to Raise Equity and Debt

Presenter: John Manes and Aaron Lomhan, *Pinnacle Storage Properties*

*There is a new platform for the commercial real estate industry that will enhance the liquidity of commercial investments in both categories of debt and equity. This is an industry disruptor changing the way people view real estate finance. In this session, you will learn about using blockchain technology to finance projects backed by the value of storage.*

### ◆ Value Pricing on the Internet

Moderator: Jim Mooney, Jr., *Freedom Storage Management*

*We all know that the industry is moving to value pricing/convenience pricing: within each unit group, the more convenient or desirable units are rented for higher rates. A central question is how can we manage this transition so that both revenues and customer service increase for individual operators and the industry benefits. One area of particular concern, and opportunity, is how to best integrate value pricing with websites. Are interactive site maps the future? Should web sites offer the opportunity to upgrade prior to or after a reservation is made? What are the elements of customer psychology to consider? Our panel of industry experts will address these and other critical questions, making this a session not to be missed!*

### ◆ Trusts In The Age Of Trump: Time To Re-Engineer Your Estate Plan

Presenter: Sean Todd, *Law Offices of Sean G. Todd, PC*

*50% of all individuals have NO estate plan. Learn how to utilize lifetime wealth transfer strategies to avoid the 40% federal estate tax while you still retain control of your business. Understand the new opportunities to use trusts and gifting which can dramatically reduce estate and income taxes, too. A common estate planning mistake, which can be easily avoided, could cost your heirs tens of thousands in taxes. Case study will show the tax cost of common errors and the "done right" Tax Attorney/CPA directed estate plan and notable tax savings created with professional tax planning.*

8:30a – 9:45a

## Canadian Hot Topic Panel Discussions

9:00a – 5:00p

### Direct Member Lounge

*Membership has its privileges, and we're rolling out the red carpet for direct members of the national SSA with a comfortable and relaxing lounge where you can sip on a complimentary beverage before visiting the trade show or next session. (Direct Member badge required upon entry.)*

Generously sponsored by: **Chateau Products**

9:45a – 10:00a

### Break

10:00a – 11:30a

## SELF STORAGE 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 Ron Havner of Public Storage and Dave Rogers of Life Storage.*

## KEYNOTE ADDRESS

Mike Burnam, Chief Executive Officer, *StorageMart*

*Mike Burnam is Chief Executive Officer at StorageMart, who, with his family, operates 225 self storage facilities (in excess of 17 million square feet of storage space) in the US, Canada and the UK. Mr. Burnam was previously Chief Executive Officer and Trustee at Warburg StorageMart Partners. He also served as Chief Executive Officer at Storage Trust Realty taking the company public in 1994, then again in 1999, selling it to Public Storage. Mr. Burnam has developed, built and sold over \$3.5 billion in self storage transactions. He has been the Chairman of the Board of the national Self Storage Association and has served three terms on the national SSA Board of Directors. Mr. Burnam also sat on the Canadian Self Storage Association Board of Directors in 2007 and is a co-founder of the Self Storage Institute, established in 2015. Mike Burnam was inducted into the Self Storage Hall of Fame in September 2015, and following his father, became the second member of the Burnam family to receive this recognition.*



11:30a – 3:00p

## TRADE SHOW

3:00p – 3:15p

## Break

3:30p–5:00p

## YOUNG LEADERS GROUP (YLG) EDUCATIONAL SESSION

*Requires a company membership in SSA and YLG.*

Generously sponsored by: **Storable**  
**Chateau Products**

3:15p – 4:15p

## CONCURRENT EDUCATIONAL SESSIONS

### ◆ Predicting the Future in Daily Increments: Pricing at Advanced Level

Presenter: Ahmet Kuyumcu, *Prorize* and Joe Robinson, *Simply Self Storage*

*Join a top self-storage operator and a pricing expert to discuss how you can maximize your revenue by employing the best practices from the field of RM. Revenue management (RM) uses advanced algorithms to consistently find the optimum price for a product under multiple market conditions. This consistency enables operators to sustain long-term revenue growth. As data becomes ubiquitous, RM is becoming a sophisticated management discipline, upending the entire self-storage industry by altering the way prices are set. We'll discuss key considerations for any successful revenue management program.*

### ◆ Acquisitions Due Diligence

Presenter: RK Kliebenstein, *Metro Self Storage*

*If you are considering purchasing a self storage property, this session will guide you through the due diligence to understand the risks involved in a multi-million dollar purchase. Topics covered include who, what, where and when to hire a third party professional to disclose risks including survey, environmental, property condition, site audit and market conditions.*

### ◆ How Those Creepy Facebook Ads Work and How You Can Use Them to Grow Your Self Storage Business

Presenter: Spencer Smith, *AmpliPhi Social Media Strategies*

*So, you're minding your own business and browsing Facebook. Then, there it is again! Those shoes, in the size you wear, in the color you like, popping up as an ad in your Facebook feed. How does that happen? Cookies? Yep. But what else? And, more importantly, how can you use the power of the "Creepy Facebook Ad" to your advantage in your self storage business? In this session, You'll learn exactly how the technology works, and how you can implement the power of targeted digital marketing with Facebook, LinkedIn, Google and YouTube to grow your business. Facebook made over \$5 billion in profit alone last quarter, and you'll see exactly why.*

4:15p – 4:30p

## Break

4:30p – 5:30p

## CONCURRENT EDUCATIONAL SESSIONS

### ◆ "Hot Stove" Value Issues Facing Owners

Presenter: Jeff Humphrey, *Devon Self Storage*

*What are the primary value creation factors for self storage properties and how do these impact the Owner's return? What are the most common real estate investment measuring tools and what do they mean? Whether you are looking to buy your first property, or are a seasoned investor expanding your portfolio, understanding the most important value factors is critical. Other topics covered are face vs. effective storage rates, eleven possible revenue sources, the "Big 8" operating expenses, capital costs, capitalization rates and financing. Don't make the most common errors when looking at investment opportunities in a competitive market.*

### ◆ Effectively Training Self Storage Employees

Presenter: Carol Mixon-Krendl, *SkilCheck Services*

*Discover how to effectively train new self storage managers. Learn methods of teaching and types of training that are the most efficient for the self storage business. And, discover how a self storage Operations Manual helps the employees to reliably and efficiently carry out their tasks with consistent results. Acquire information on how a good training program and operations manual will improve training quality, reduce human error, provide consistency as to precisely what they need to do daily, weekly and monthly, who they are responsible to and what the employees are responsible for and how to successfully operate a self storage property.*



◆ **Building Customer Retention with Customer Service**

Presenter: Rebecca Cornell, *Affordable Self Storage Inc.*

*Explore the fundamental importance of building relationships and rapport with tenants to sustain customer retention and foster growth within the community. Understand how to grow success by considering the customers' wants, needs, and expectations and serving them at a higher standard. Lastly, recognize the importance of adding the human factor into an automated industry by taking the time to understand all agencies associated with your business on a personal level to create maximum productivity and efficiency. Lead by an Army Veteran who has served four years active duty and completed a combat tour in Afghanistan; now uses military leadership skills and education to successfully manage a growing self storage facility with a consistent 100% occupancy rate.*

5:30p – 5:45p

**Break**

5:45p – 6:45p

**CONCURRENT EDUCATIONAL SESSIONS**

◆ **It Needs to be in Your Lease**

Presenter: Jeffrey Greenberger, *Greenberger & Brewer LLP*

*This session takes you through his thought process when reviewing a rental agreement, to discuss provisions of a rental agreement needed to protect yourself and your investment in your self storage facility. We'll break these down by the minimally acceptable rental agreement; the additional clauses that most up-to-date operators are including; the extra clauses for operators who want a full and complete rental agreement; and the special services clauses for those offering things, such as, vehicle storage or other ancillary services. If you haven't reviewed your rental agreement in at least 3 years, this session is an absolute must for you, as well as, for the beginner or any experienced operator, who just wants to know that their rental agreement is up to snuff.*

◆ **Reaching the True Construction Cost**

Presenter: Eric Fleps, *ARCO/Murray*

*For those looking to build a new self storage facility, construction and its associated price tag can be daunting. In this seminar, attendees will learn what they should know about the real cost of construction. We will break down the steps it takes to reach the proposed project price. Our presenter will help attendees understand the differences between budgetary and hard pricing, explain construction allowances, and help break down what they should know about construction pricing as they begin exploring the opportunity to build.*

◆ **Beat the Competition on a Single Site Marketing Budget**

Presenter: Christina Alvino, *FineView Marketing* and Jim Ferguson, *VaultDrop*

*We would all love to have a large marketing budget and be able to spend like the big players in the industry. This session will focus on efforts any operator can do on a single site marketing budget to compete & beat the reits. Learn what techniques can be used with your website, management software, local marketing and social media to build your brand & market your facility.*



5:45p – 6:45p

**SPECIAL NETWORKING SESSION**

**SSA's Women's Council Presents**

Generously sponsored by: **Life Storage Solutions**  
**Storable**



7:00p – 9:00p

**Young Leaders Group (YLG) Offsite Networking Reception**

*Requires a company membership in SSA and YLG.*

Generously sponsored by: **Storable**  
**Chateau Products**



# FRIDAY, SEPTEMBER 6

7:00a – 8:15a

## **Breakfast Buffet and Networking**

7:00a – 10:00a

## **SSA Membership / State Associations / Products & Services Booth**

8:00a – 8:50a

## **CONCURRENT EDUCATIONAL SESSIONS**

### ◆ **The Tenant-Centric Experience Mobile Technology Demands Today**

**Presenter: John Traver, XPS Solution**

*Successfully engaging today's tech savvy tenant hinges on our ability to be accessible, available, and helpful, regardless of the technology medium the tenant chooses for engagement. The ubiquity of the mobile phone has radically, and permanently shifted the way we market, sell, and support tenants. A comprehensive tenant-centric approach is not only strongly recommended, it is a business critical imperative. Ensure your operation and strategy is poised to support the modern tenant.*



### ◆ **Insurance Claim and Loss Adjusting**

**Presenter: Scott Greenwald, Goodman-Gable-Gould/Adjusters International**

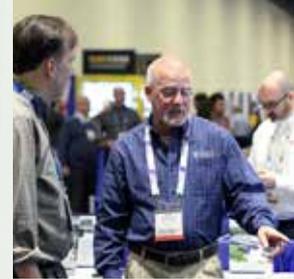
*In this session you will learn insurance basics that pertain to the self storage industry and receive tips on making the most of your insurance claim. Goodman-Gable-Gould/Adjusters International (GGG/AI) represent policyholders in first-party claim negotiations with property insurance carriers for expeditious recovery, after a policyholder has suffered property damage. Come learn from the experts! Q&A Encouraged.*



### ◆ **Solar Energy 101**

**Presenter: Mat Elmore, Pivot Energy**

*Solar Success: This session will include how to leverage solar energy systems to increase profit at self storage facilities, and why self storage facilities are prime candidates 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 for self storage owners and operators. This session will share experience in developing hundreds of rooftop solar energy systems and discuss when and why you should consider solar.*



- How Solar Technology Works
- Return-on-Investment and Financial Metrics
- Self Storage Solar Energy Case Studies

### ◆ **Top 5 Market Dynamics Influencing the Sale of Your Property**

**Presenter: Cameron Vale, SkyView Advisors**

*Market prices for self storage properties appear to be off the charts, prompting many owners to consider selling. Before taking that leap, have you considered the market factors that will affect the sale of your property? Is your facility positioned to maximize value or could you be leaving money on the table? Our speaker will explain how market dynamics such as interest rate risk, rental rate trends, supply dynamics, and market sentiment will affect the sale of your property. Learn how new capital and buyer sentiment have shaped self storage transactions in recent years and what that means for your property heading into 2020.*

8:50a – 9:00a

## **Break**

9:00a – 9:50a

## **CONCURRENT EDUCATIONAL SESSIONS**

### ◆ **Quick Ways to Find the Good, Bad and Ugly at your Store**

**Presenter: Anne Ballard, Universal Storage Group**

- Use your key reports to find the priorities for improvements
- Instantly see your successes and areas needing your attention or updates
- How spending 1 hour a month on your Key Reports can lead to instant improvements
- What your reports are telling you about:

*Income • Same Store Sales Increase (SSSI) • Delinquencies & Auctions • Fees Waived  
Customer demographics • Rate Management • 3 types of occupancy*

◆ **Design Innovation for your State of The Art Self Storage**

**Presenter:** Bruce Jordan, *Jordan Architects*

*We will be discussing new innovative design options for your new self storage development and self storage conversion and how new technology, materials, and innovation is changing the industry. We will cover new design trends for your management office, loading facilities and vertical circulation, creative site design techniques to maximize your development, creative architecture to enhance curb appeal and blow away the competition. We will explore creative ways to use site topography to your advantage to limit grading costs and increase yields. We will discuss self storage conversions and new design options to maximize your coverage and returns. New innovative design techniques for multi story self storage projects will be covered including do's and don't, and how new code changes can work to your advantage. We will cover design options on how to get your self storage project approved by the city.*

◆ **New Supply and Street Rate Performance**

**Presenter:** Chris Nebenzahl, *Yardi Matrix*

*We will take a national and market level view of the self storage industry, focusing on new supply, penetration rates, street rate performance and concessions. How are developers using data to optimize their project locations? Are more projects being deferred and abandoned in light of heavy supply in many markets? What markets have the strongest tailwinds due to population and domestic migration growth? Which markets have the biggest headwinds? Will e-commerce companies have a material impact on storage occupancy and performance? As more big box retailers close with storage conversions increase?*

◆ **Winning the Feedback Economy**

**Presenter:** Melissa Stiles, *Storage Asset Management*

*With review requesting becoming key in performing well online, consumer expectations are increasing. This means operators need to dramatically improve their ability to monitor and respond to online feedback. Consistent and honest customer feedback is a way to attract new customers, improve business reputation, increase awareness of problems in the business and also improve employee morale. This session will help operators survive in this new feedback economy.*

9:50a – 10:00a

**Break**

10:00a – 11:15a

**CLOSING GENERAL SESSION**

**“Live from Vegas: The Self Storage Legal Network’s Legal Power Hour”**

**Presenters:** Carlos Kaslow, *Self Storage Legal Network / SSA Legal Counsel* and  
Scott Zucker, *Self Storage Legal Network / Weissmann Zucker Euster Morochnik & Garber P.C.*

*A Q&A session for owners and managers addressing the latest legal and regulatory developments impacting the self storage industry. Hear two of our self storage legal experts discuss the topics that pertain to you and your business. Our attorneys will be your attorneys and take your questions for as long as time permits. This session will be well worth staying an extra night in Las Vegas—free legal information brought to you by the Self Storage Legal Network.*



# ACCOMMODATIONS



## MGM GRAND

All of our functions will be held at the luxurious MGM Grand Conference Center on the Las Vegas Strip. Our room block is located in the MGM Grand Tower (not the West Wing), just an elevator ride or a short walk away from all of the restaurants, entertainment, SSA activities and your industry peers. The MGM Grand Tower guest rooms are newly renovated and boast amenities such as updated bathrooms/tubs, more space (approximately 100 more square feet) per room, mini bar, and they are much closer to the SSA meetings and trade show.

SSA has negotiated the lowest group rates starting at \$101 (plus tax/fees) single/double Monday, September 2 through Thursday, September 5. Weekend rates start at \$189 (plus tax/fees) single/double.

To ensure you receive these rates, book your room today. The SSA room block is likely to sell out well before the cut-off date of August 9. You may also call the MGM Grand Reservations Department at 1.877.880.0880 and reference Self Storage Association

**We urge you to make your room reservations ASAP!**

Las Vegas continues to capture the world's imagination as the destination where anything is possible. With its award-winning restaurants, luxurious spas, fantastic shopping, world-class golf, and truly unique entertainment, Las Vegas remains one of the most exciting convention destinations in the world. Mark your calendar and join SSA September 3–6 in Las Vegas!

## WHEN YOU ARRIVE IN LAS VEGAS

The SSA Registration Desk is open from 8am to 6pm on Tuesday, 7am to 5pm on Wednesday, and 7am to 3:30pm on Thursday. Stop by during these hours to get your badge and conference materials (if you're pre-registered), or to register on-site.

**Registration discounts are now in effect! Register today at [www.selfstorage.org](http://www.selfstorage.org)**

## FLIGHT DISCOUNTS

Delta Meeting Network® Flight Discounts: The SSA has teamed up with Delta Airlines for discounted travel tickets to our events. To learn more, log into [www.delta.com/meetings](http://www.delta.com/meetings) and use meeting code NMRBP. You can also call Delta Meeting Network reservations at 800.328.1111, Monday through Friday, 7am - 7pm CDT

# REGISTRATION FORM AND FEES – FALL 2019

or go to [selfstorage.org](http://selfstorage.org) to register

**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 faxed or postmarked on or before August 16, 2019, will be subject to a \$50 cancellation fee per registrant (\$35 for Trade Show Only registrants), with the remainder refunded. **No refund will be granted for cancellations faxed or postmarked after August 16, 2019!**

One registration per form. For additional registrations, please copy this form.

## PART A – ATTENDEE INFORMATION

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title \_\_\_\_\_ Nickname (for badge) \_\_\_\_\_  
 Company Name \_\_\_\_\_ **Is your company a member of SSA?**  Not yet  
 Yes: Member No. \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_  
 Email \_\_\_\_\_ May we share your email address with exhibiting companies?  Yes  No  
**Is this your first SSA Conference & Trade Show?**  Yes  No  
**What best describes your company:**  Single Facility  Multiple Facilities  Management Firm  Vendor to the Industry  
**Your designation:**  Facility Manager  Facility Owner  Regional Manager/Supervisor  Developer  Vendor  Other \_\_\_\_\_  
**What responsibilities do you have in making decisions for purchases of goods and services for your facility?**  
 No responsibility  Recommend purchases to my owner or supervisor  Full responsibility for all purchasing decisions

## PART B – REGISTRATION INFORMATION

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

**Optional Events.** Not included in Full, Additional, 1 Day, Trade Show and Guest registration categories.

	REQUIRES SSA MEMBERSHIP ID NUMBER			Non-Members
	SSA Direct Members <sup>2</sup> By 8/16/19	SSA Direct Members <sup>2</sup> After 8/16/19 and On-Site	International & State Affiliate (Indirect) Members <sup>3</sup>	
<input type="checkbox"/> FULL REGISTRANT	\$715	\$790	\$840	\$915
<input type="checkbox"/> ADDITIONAL REP (same company)	\$590	\$665	\$715	\$815
<input type="checkbox"/> 1 DAY ONLY <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	\$415	\$465	\$515	\$590
<input type="checkbox"/> TRADE SHOW ONLY <sup>1</sup> <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	\$155	\$170	\$180	\$215
<input type="checkbox"/> ECONOMIC SUMMIT (Tuesday, September 3)	First Registrant	\$365	\$390	\$490
	Second/Third Registrant	\$215	\$215	\$315
<input type="checkbox"/> MANAGERS SUMMIT (Tuesday, September 3)	\$165	\$190	\$240	\$315

<sup>1</sup> Vendors who are not exhibiting **must** register in the Full Registrant category

<sup>2</sup> Those who pay their dues directly to the SSA and have a valid SSA ID number

<sup>3</sup> Canadian SSA and various state affiliated association members who have an SSA ID number

## PART C – PAYMENT INFORMATION

**Enclose check payable to SSA in U.S. funds, or charge:**  Visa  MC  AMEX

Registration Fee \$ \_\_\_\_\_  
 Economic Summit \$ \_\_\_\_\_  
 Managers Summit \$ \_\_\_\_\_  
 Gift Certificate # \_\_\_\_\_ - \$ \_\_\_\_\_  
**Total Fees\* (\$ US)** \$ \_\_\_\_\_

Card # \_\_\_\_\_ Exp Date \_\_\_\_/\_\_\_\_

Print Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

Mail or fax your completed registration form before August 23, 2019 to (514) 289-9844; SSA c/o Showcare Event Solutions, 1200 G Street NW, Suite 800, Washington DC, 20005-6705. **Registration forms received after September 1, 2019 will not be processed in advance. Instead, please register onsite at the SSA desk at MGM Grand or online. NOTE: Registration without payment will not be processed.**

**Questions?** Contact the SSA Registrar: Phone (514) 228-3076 | Fax: (514) 289-9844 | email: SSA@Showcare.com

Please check here if you are disabled and require special services; attach a written description of your needs.

SSA reserves the right to charge the correct amount if different from the amount listed above.

# THANKS TO PARTNER PLUS SPONSORS...



## OUR PARTNER SPONSORS...



## OUR PATRON SPONSORS...



## AND OUR EVENT SPONSORS...

