

# SSA 2026 SPRING CONFERENCE & TRADE SHOW



**MARCH 18-20**

**SAN ANTONIO**

HENRY B. GONZALEZ  
CONVENTION CENTER

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# ONSITE PROGRAM



## WELCOME TO SAN ANTONIO!

By Tim Dietz, SSA President & CEO

It's hard to believe that it's been six years since our association made the previously unthinkable decision to cancel a national event, which was about to take place in San Antonio. A strange juxtaposition had been dropped in our laps: The timing of our Spring Conference was only three weeks away, and the host region captured the national spotlight as the Covid virus quarantine staging location for the country.



Nearby Lackland Air Force Base welcomed cruise ship passengers during their unplanned diversions from vacation and home. It was that period of uncertainty, the first “are you kidding?” moment. The SSA board was faced with a dilemma that thousands of organizations would soon experience: cancelling an event that our members have come to appreciate as a routine industry gathering or accepting the risk of a potential health emergency for everyone.

That call was just the tip of the iceberg, with deliberate notifications necessary on several tracks. Attendees, SSA staff, exhibitors, speakers, sponsors — everyone scratching their heads, many of them weighing in. The March 2020 edition of *SSA Magazine* (pictured) was already printed to include the fitting yet ironic headline “A Meeting to Remember.”



It turned out to be the right decision, because 10 days later you couldn't be in a room with more than 50 people. Discussions with venues became weird negotiations, at no fault of any of them. It wasn't as if everyone had a fix on what was appropriate, or even legal, minute to minute.

That's a rather long setup to help explain that, without question, the representatives of San Antonio — including the Convention Center and multiple host hotels (Marriotts) — were the best of the bunch. They were as disappointed as the rest of us, but they were as understanding as if they were on our own team.

Speaking of teamwork, the Texas Self Storage Association was a great partner, working together in a number of directions. Most importantly, as dozens of legislative threats unfolded, the work that involved the TSSA and the other state associations was critical.

The consideration of San Antonio and the Lone Star State was refreshing and just one reason why we're excited to support this vibrant community as we kick off 2026. Enjoy the conference! ★

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## EXHIBIT HOURS

**Wednesday, March 18**  
3:00 PM – 6:00 PM

**Thursday, March 19**  
11:30 AM – 2:30 PM

### EXHIBIT HALL ACCESSIBILITY “AFTER HOURS”

If you need extra time to talk with a vendor when the Exhibit Hall is closed, simply make an appointment to meet them at the entrance to the Hall at a specified time. The vendor has access and will escort you to their booth. When you have completed your business, the vendor will escort you out of the Hall. This procedure ensures Hall security is not compromised for booths that are unattended but does allow for you to spend additional time with our vendors. No one under the age of 16 allowed in the trade show hall during exhibit hours or under the age of 18 during move-in and move-out.

Any activity not listed in this program is not sponsored and/or sanctioned by the Self Storage Association. SSA educational sessions and materials provide information on current developments and topics of interest to the industry. SSA does not specifically endorse the content presented due to its general nature, and it should not be considered as legal or professional advice. Professional counsel should be consulted concerning specific situations. The ideas and opinions expressed in the sessions, and in any handout materials provided, are those of the presenter(s). They are not those of the SSA, nor can any endorsement by the SSA be claimed.

## SSA SPONSOR APPRECIATION

Our sponsors enable us to provide you with professional, knowledgeable speakers, first-class meeting facilities, and a wide variety of conference amenities, while still keeping our registration fees affordable. We extend a sincere thank you to the SSA sponsors for their generous and enthusiastic support of the Self Storage Association.

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#### BANNER: MEETING ROOM LEVEL

Cubby

#### ESCALATOR FLOOR CLING: BALLROOM LEVEL

Reliable Commercial Construction

#### MANAGERS SUMMIT

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 StorQuest Self Storage

#### LOC RECEPTION

Cubby

#### NOTEPADS

Roll-Up Door, Inc.

#### LOC MEETING

Adverank  
 Self Storage Manager, Inc.

### BADGE IDENTIFICATION

Badges must be worn at all SSA events! They are coded to help you identify our attendees.

- Clear ..... Full and Additional Registrants
- Black..... One-Day Only Registrants (Thursday), LOC Only
- Red ..... Exhibitors
- Blue ..... Trade Show Only (Wednesday)
- Yellow..... Trade Show Only (Thursday)
- Green..... Managers or Economic Summit Only

### SESSION RECORDINGS & CONFERENCE PROCEEDINGS

Speakers were encouraged to provide handouts to enhance their presentations. If provided, these are included in the conference Proceedings Manual, and are provided to conference registrants (Full, Additional, and One-Day Only categories) electronically, after the conference.

Electronic downloads of approved recorded sessions will be provided free of charge to SSA Members in the Full or Additional Registrant category. For all others, the downloads will be available for purchase on our website, a few weeks after the conference.

### DON'T LOSE YOUR BADGE!

A \$50 badge replacement fee will be charged for any lost badges.  
 Drink tickets will not be replaced.

### YOUR COMMENTS ARE IMPORTANT

We rely on your comments and suggestions to help us tailor our programs to meet your needs. Conference Evaluation Surveys will be emailed to all registrants shortly after the conference. We encourage you to take a few minutes to give us your feedback. Submit your survey in a timely manner, and you'll be entered in SSA's drawing for a FREE REGISTRATION to a future SSA Conference & Trade Show!

# CONVENTION CENTER MAPS



## HENRY B. GONZÁLEZ CONVENTION CENTER

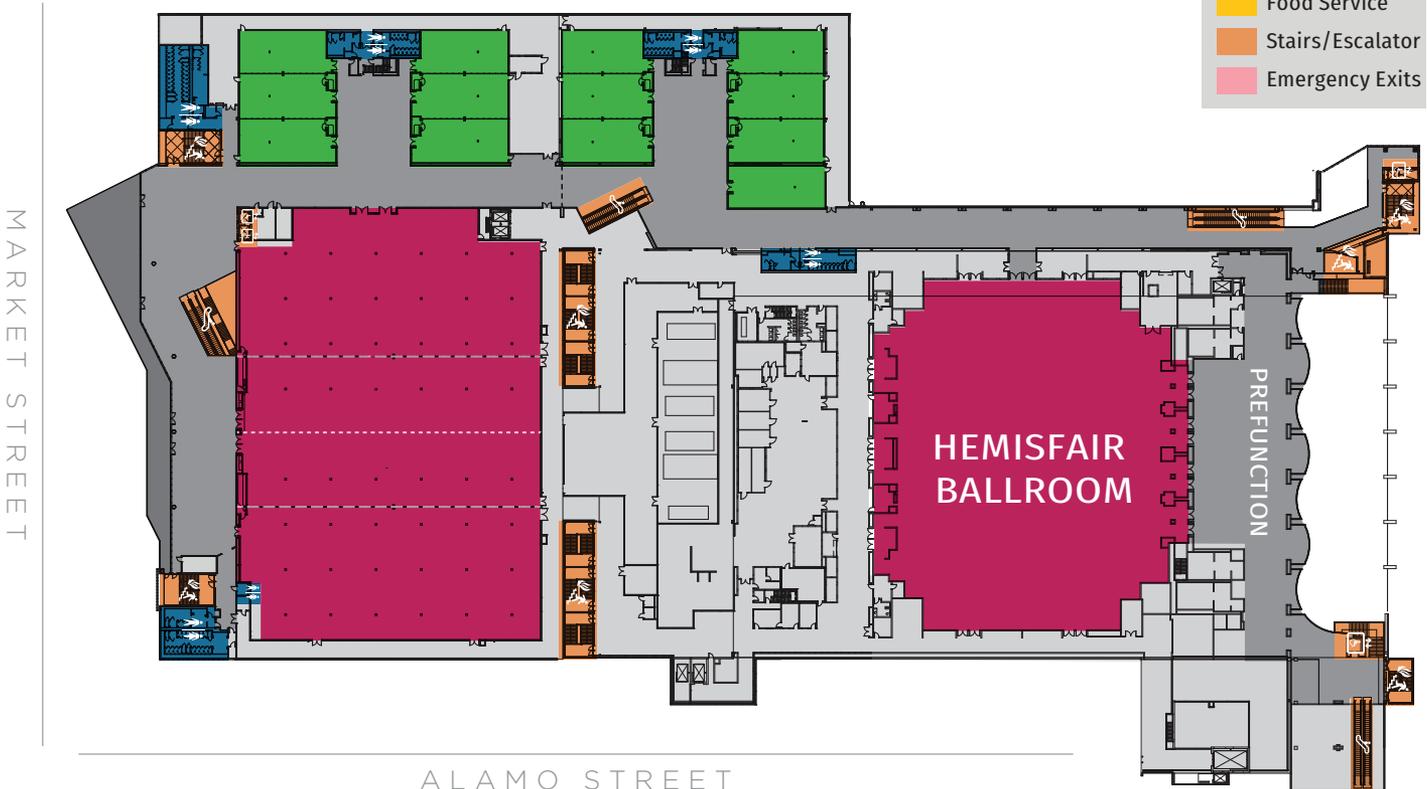
Please take a few minutes to acquaint yourself with the layout of the Conference Center. It will make your conference experience more pleasant if you locate the various function rooms before you need to find them.



### BALLROOM LEVEL ★ 3RD FLOOR

GENERAL SESSIONS • KEYNOTE • SSA CAFÉ • ROUNDTABLES

LEGEND	
<span style="color: red;">■</span>	Exhibit Halls
<span style="color: green;">■</span>	Meeting Rooms
<span style="color: magenta;">■</span>	Ballrooms
<span style="color: gray;">■</span>	Prefunction
<span style="color: blue;">■</span>	Restrooms
<span style="color: yellow;">■</span>	Food Service
<span style="color: orange;">■</span>	Stairs/Escalator
<span style="color: pink;">■</span>	Emergency Exits



# CONVENTION CENTER MAPS

## MEETING LEVEL ★ 2ND FLOOR

REGISTRATION • ECONOMIC SUMMIT • MANAGERS SUMMIT

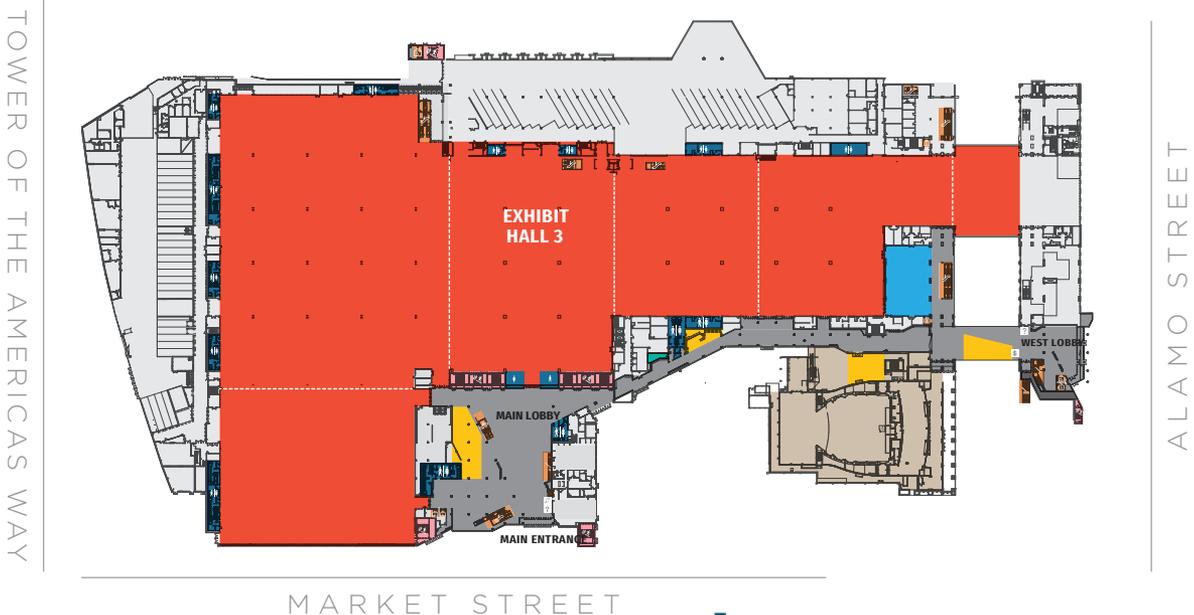
CONCURRENT SESSIONS • PUBLICATIONS • SSA 101 • WOMEN'S COUNCIL • YLG

MEMBER ZONE & SSA FOUNDATION COUNTER



## STREET LEVEL ★ 1ST FLOOR

TRADE SHOW • OPENING NIGHT SPONSORS RECEPTION



## SELF STORAGE ECONOMIC SUMMIT

Wednesday, March 18 • 1:00p – 4:30p • Room 217 CD (SEPARATE FEE REQUIRED)

### THE ECONOMIC FORECAST

FEATURED SPEAKER: **ELLIOT EISENBERG, PhD**

Join Elliot Eisenberg, PhD, former Senior Economist for National Association of Home Builders, as he shares his take on how economic shifts impact the future of self storage.



### BIG BEAUTIFUL WRITE OFFS: How Self Storage Owners Can Leverage and benefit from the One Big Beautiful Bill

**WARREN DAZZIO AND DANIEL BOYD | CSSI**

The One Big Beautiful Bill (OB BB) brought changes to tax rates, estate taxes, 100% bonus depreciation, Section 179D energy efficiency deductions, R & D credits and more. With the OB BB comes a huge opportunity for self storage owners to unlock instant cash flow and expansion capital. This session shows how owners and investors can:

- Create immediate liquidity from both new acquisitions and stabilized assets.
- Enhance after-tax returns on expansions, climate conversions, and redevelopment projects by accelerating depreciation (100% Bonus/Cost Segregation), and energy-related incentives (179D).
- Offset the cost of renovations and improvements — did you know you can write off the remaining undepreciated tax life of what you tear out in a renovation and you can apply 100% bonus to what you add to the interior of an existing property in an improvement (QIP)?
- Align tax planning with hold-period and exit strategy, improving valuation at sale or recapitalization.
- Recoup salaries, materials, and contractor costs related to the development of new products, processes, and methods with R&D Tax Credits.
- Accelerate additional building depreciation with 179D studies, taking advantage of inherent energy efficiencies in modern new construction and renovations.

### THE SELF STORAGE OWNERS GUIDE TO AI: Technology Trends, Consumer Behavior and Digital Marketing

**TOMMY NGUYEN | STORAGE PUG**

Just like Google transformed consumer shopping over the last decade, AI will change customer behavior and alter every business industry — but what do storage owners need to know now? This session will dive deep into AI — dissecting what we can learn from past technological shifts, how customers are currently using AI, what we expect in the next five years, and most importantly, what that means for our digital marketing strategies today.

BROUGHT TO YOU BY:



## SELF STORAGE MANAGERS SUMMIT

Wednesday, March 18 • 1:30p – 3:30p • Room 217 AB (SEPARATE FEE REQUIRED)

### FROM DATA TO DEMAND: The Ultimate Marketing Playbook for Filling Your Facility

PRESENTERS

**SARAH BETH DEFAZIO • LOU BARNHOLDT  
KIM HOELTING • MARY HUNTER**

UNIVERSAL STORAGE GROUP

Marketing a self storage facility today takes far more than hanging a sign and launching a website — it's about building visibility, voice, and value. This fast-paced, idea-packed session delivers a complete roadmap for creating a modern, effective marketing strategy that drives occupancy and builds lasting brand recognition.

Attendees will learn how to define their brand identity and messaging, developing a cohesive presence and customer experience that set their facility apart. The session explores digital domination-how to master Google Business, SEO, online reviews, paid ads, and social media that actually convert leads into rentals.



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# SCHEDULE AT-A-GLANCE

SUBJECT TO MODIFICATION

## TUESDAY MARCH 17

8:00 a – 5:00 p Exhibit Hall 3  
**EXHIBITOR MOVE-IN**

## WEDNESDAY MARCH 18

7:00 a – 6:00 p Tower View Registration  
**REGISTRATION FOR  
CONFERENCE & TRADE SHOW**

7:00 a – 6:00 p Tower View Registration  
**MEMBER ZONE &  
SSA FOUNDATION COUNTER**

7:00 a – 5:00 p Hemisfair C3  
**SSA CAFÉ**  
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M BAR C CONSTRUCTION • PRORIZE LLC • THE SBOA

8:00 a – 2:00 p Exhibit Hall 3  
**EXHIBITOR MOVE-IN**

11:00 a – 12:00 p Room 216 A–B  
**SSA 101:  
MAXIMIZE YOUR EXPERIENCE**  
SPONSORED BY:  
INTERFORM • KIWI II CONSTRUCTION, INC.

1:00 p – 4:00 p Room 217 CD  
**SELF STORAGE  
ECONOMIC SUMMIT**  
THE ECONOMIC FORECAST  
FEATURED SPEAKER:  
**ELLIOT EISENBERG, PHD**  
SPEAKERS:  
**WARREN DAZZIO & DANIEL BOYD | CSSI**  
**TOMMY NGUYEN | StoragePug**  
BROUGHT TO YOU BY THE BSC GROUP

1:30 p – 3:30 p Room 217 AB  
**SELF STORAGE  
MANAGERS SUMMIT**  
FROM DATA TO DEMAND:  
THE ULTIMATE MARKETING PLAYBOOK  
FOR FILLING YOUR FACILITY  
SPEAKERS:  
**SARAH BETH DEFAZIO,  
LOU BARNHOLDT, KIM HOELTING AND  
MARY HUNTER | Universal Storage Group**  
SPONSORED BY:  
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3:00 p – 6:00 p Exhibit Hall 3  
**TRADE SHOW OPENS**

4:30 p – 6:00 p Exhibit Hall 3  
**OPENING NIGHT  
SPONSORS RECEPTION**

## THURSDAY MARCH 19

7:00 a – 3:30 p Tower View Registration  
**REGISTRATION FOR  
CONFERENCE & TRADE SHOW**

7:00 a – 5:00 p Tower View Registration  
**MEMBER ZONE &  
SSA FOUNDATION COUNTER**

7:00 a – 5:00 p Hemisfair C3  
**SSA CAFÉ**  
SPONSORED BY:  
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M BAR C CONSTRUCTION • PRORIZE LLC • THE SBOA

7:30 a – 8:30 a Room 217 D  
**SSA WOMEN'S COUNCIL &  
NETWORKING SESSION**  
SPONSORED BY:  
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7:45 a – 8:30 a  
**CONCURRENT  
EDUCATIONAL SESSIONS**  
ELEVATING THE SECURITY PROFILE  
OF OLDER FACILITIES  
Room 217 A

**WHAT'S IN, WHAT'S OUT:  
BREAKING DOWN YOUR SCOPE  
BEFORE YOU BUILD**  
Room 217 B

**PRICING LAWS:  
WHAT CAN A SELF STORAGE OWNER  
CHARGE THEIR TENANTS?**  
Room 217 C

8:30 a – 8:45 a **BREAK**

8:45 a – 9:45 a Hemisfair C1–2  
**GENERAL PANEL SESSION**  
SEEING AROUND THE CORNER:  
WHAT'S NEXT IN SELF STORAGE  
SPEAKERS:  
**JOHN MANES | StorSuite MODERATOR**  
**DAVE KNOBLER | Marcus & Millichap**  
**SCOTT LEVY | Highline Storage Partners**  
**JOHN MCAFFEE | The Storage Place**  
**RICK SCHONTZ | City Line Capital**

9:45 a – 10:00 a **BREAK**

10:00 a – 11:15 a Hemisfair C1–2  
**FEATURED SPEAKER SESSION**  
**JAMIE SIMINOFF**  
TURNING REJECTION INTO ROCKET FUEL:  
THE BILLION DOLLAR LESSONS  
BEHIND "DING DONG"

11:30 a – 2:30 p Exhibit Hall 3  
**TRADE SHOW OPENS**

1:30 p – 5:00 p Marriott River Center, Pearl 2–3  
**LARGE OPERATORS COUNCIL  
(LOC) MEETING**  
SPONSORED BY:  
ADVERANK • SELF STORAGE MANAGER, INC.  
**LARGE OPERATORS COUNCIL  
(LOC) RECEPTION**  
SPONSORED BY: CUBBY

2:30 p – 7:00 p Exhibit Hall 3  
**EXHIBITOR MOVE-OUT**

## THURSDAY MARCH 19

2:45 p – 4:00 p Hemisfair C3  
**ROUNDTABLE DISCUSSIONS**

4:00 p – 4:45 p  
**CONCURRENT  
EDUCATIONAL SESSIONS**

**TAKE THIS STUFF SERIOUSLY**  
Room 217 A

**ANALYSIS OF PUBLIC SELF STORAGE  
COMPANIES: EARNINGS RESULTS,  
INVESTMENT ACTIVITIES  
AND 2026 GUIDANCE**  
Room 217 B

**MEET YOUR FUTURE RENTER:  
SMART, SELECTIVE, AND SHAPING  
THE EVOLUTION OF SELF STORAGE**  
Room 217 C

**SMARTER OPERATIONS  
FROM THE INSIDE OUT**  
Room 217 D

4:45 p – 5:00 p **BREAK**

5:00 p – 5:45 p  
**CONCURRENT  
EDUCATIONAL SESSIONS**

**FROM DATA TO DEALS:  
HOW OPERATORS CAN USE  
DATA SCIENCE TO MAKE  
SMARTER ACQUISITIONS**  
Room 217 A

**THE AGENTIC FUTURE OF SELF STORAGE**  
Room 217 B

**SELF STORAGE NATIONAL  
MARKET OUTLOOK**  
Room 217 C

**30 DAYS TO  
OPERATIONAL EXCELLENCE:  
A TACTICAL BLUEPRINT FOR OPERATORS**  
Room 217 D

5:00 p – 6:00 p 216AB  
**YLG EDUCATION &  
NETWORKING SESSION**

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STORSUITE • TENANT PROPERTY PROTECTION

6:00 p – 7:30 p Grotto

**SAN ANTONIO  
HONKY TONK  
HOEDOWN RECEPTION**

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DEVON SELF STORAGE  
RELIABLE COMMERCIAL CONSTRUCTION  
SOLID STEEL STRUCTURES INC.  
TRACHTE BUILDING SYSTEMS

9:00 p – 12:00 a Merkaba (off-site)

**YLG RECEPTION**

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KIWI II CONSTRUCTION, INC.  
SECURELEASE • SPAREBOX TECHNOLOGIES  
STORSUITE • TENANT PROPERTY PROTECTION

## FRIDAY MARCH 20

7:00 a – 10:30 a Hemisfair C1–2  
**SSA CAFÉ**

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M BAR C CONSTRUCTION • PRORIZE LLC • THE SBOA

7:30 a – 10:30 a Hemisfair Lobby  
**MEMBER ZONE &  
SSA FOUNDATION COUNTER**

8:00 a – 8:45 a  
**CONCURRENT  
EDUCATIONAL SESSIONS**

**SMILING FACES RENT MORE SPACES:  
HARNESSING ATTITUDE FOR PROFIT**  
Room 217 A

**PREPARING YOUR PORTFOLIO  
FOR AN INSTITUTIONAL EXIT**  
Room 217 B

**THE PERFECT PICK:  
FROM JOB POSTING TO  
PERFORMANCE**  
Room 217 C

**THE SHIFT TO AUTOMATION:  
HOW SMART TECHNOLOGY RETROFITS  
CAN REMEDY INEFFICIENCY**  
Room 217 D

8:45 a – 9:00 a **BREAK**

9:00 a – 9:45 a  
**CONCURRENT  
EDUCATIONAL SESSIONS**

**TRENDS IN RV & BOAT STORAGE**  
Room 217 A

**LAW FOR LEADERS:  
5 THINGS EVERY LEADER  
NEEDS TO KNOW IN 2026**  
Room 217 B

**7 STRATEGIC MISTAKES  
OPERATORS RISK MAKING**  
Room 217 C

**SETTING YOUR STORE APART**  
Room 217 D

9:45 a – 10:00 a **BREAK**

10:00 a – 11:15 a Hemisfair C1–2

**CLOSING GENERAL SESSION**

**LEGAL POWER HOUR**

SPEAKERS:  
**JOE DOHERTY | SSA**  
**CARLOS KASLOW | SSLN**  
**SCOTT ZUCKER | Weissman Zucker/SSLN**

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## TUESDAY, MARCH 17

8:00 A – 5:00 P

**EXHIBITOR MOVE-IN**

*Exhibit Hall 3*

## WEDNESDAY, MARCH 18

7:00 A – 6:00 P

**REGISTRATION FOR CONFERENCE & TRADE SHOW**

*Tower View Registration*

7:00 A – 6:00 P

**MEMBER ZONE & SSA FOUNDATION COUNTER**

*Tower View Registration*

7:00 A – 5:00 P

**SSA CAFÉ**

*Hemisfair C3*

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8:00 A – 2:00 P

**EXHIBITOR MOVE-IN**

*Exhibit Hall 3*

11:00 A – 12:00 P

**SSA 101: MAXIMIZE YOUR EXPERIENCE**

*Room 216 A-B*

SPONSORED BY: INTERFORM • KIWI II CONSTRUCTION, INC.

1:00 P – 4:00 P

**SELF STORAGE ECONOMIC SUMMIT (SEPARATE FEE REQUIRED)**

*Room 217 CD*

**THE ECONOMIC FORECAST**

FEATURED SPEAKER: **Elliot Eisenberg, PhD**

**BIG BEAUTIFUL WRITE OFFS: HOW SELF STORAGE OWNERS CAN LEVERAGE AND BENEFIT FROM THE ONE BIG BEAUTIFUL BILL**

SPEAKERS: **Warren Dazzio and Daniel Boyd** | CSSI

**THE SELF STORAGE OWNERS GUIDE TO AI: TECHNOLOGY TRENDS, CONSUMER BEHAVIOR AND DIGITAL MARKETING**

SPEAKERS: **Tommy Nguyen** | STORAGEPUG

The Self Storage Economic Summit, brought to you by The BSC Group, is a must-attend event for self storage owners looking to sharpen their financial strategy, stay ahead of economic shifts, and understand how emerging technologies are reshaping the industry. Elliot Eisenberg, PhD — former senior economist for the National Association of Home Builders — will share his take on how economic shifts impact the future of self storage. There will also be a session by tax experts from CSSI on how storage operators can leverage recent legislation to unlock cash flow and expansion capital. And, Tommy Nguyen of StoragePug will take a deep dive into AI, dissecting what we can learn from past technological shifts and what to expect in the next five years.

BROUGHT TO YOU BY: **THE BSC GROUP**



1:30 P – 3:30 P

**SELF STORAGE MANAGERS SUMMIT (SEPARATE FEE REQUIRED)**

*Room 217 AB*

**FROM DATA TO DEMAND: THE ULTIMATE MARKETING PLAYBOOK FOR FILLING YOUR FACILITY**

SPEAKERS: **Sarah Beth DeFazio, Lou Barnholdt, Kim Hoelting and Mary Hunter** | UNIVERSAL STORAGE GROUP

Marketing a self storage facility today takes far more than hanging a sign and launching a website — it's about building visibility, voice, and value. This fast-paced, idea-packed session delivers a complete roadmap for creating a modern, effective marketing strategy that drives occupancy and builds lasting brand recognition.

Attendees will learn how to define their brand identity and messaging, developing a cohesive presence and customer experience that set their facility apart. The session explores digital domination—how to master Google Business, SEO, online reviews, paid ads, and social media that actually convert leads into rentals.

Participants will also uncover grassroots marketing strategies that national brands can't replicate, including community partnerships, charity drives, and creative local events that make a facility part of the neighborhood.

Finally, attendees will learn how to measure marketing performance and ROI, track cost per lead, and build a 12-month marketing calendar full of campaigns, holidays, and local touchpoints that keep momentum strong all year long.

Packed with visuals, examples, and real-world results, this session shows how to transform marketing from a task into a growth engine—helping operators stand out, sell out, and stay full.

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3:00 P – 6:00 P

**TRADE SHOW OPENS**

*Exhibit Hall 3*

4:30 P – 6:00 P

**OPENING NIGHT SPONSORS RECEPTION**

*Exhibit Hall 3*

## THURSDAY, MARCH 19

7:00 A – 3:30 P	<b>REGISTRATION FOR CONFERENCE &amp; TRADE SHOW</b>	<i>Tower View Registration</i>
7:00 A – 5:00 P	<b>MEMBER ZONE &amp; SSA FOUNDATION COUNTER</b>	<i>Tower View Registration</i>
7:00 A – 5:00 P	<b>SSA CAFÉ</b>	<i>Hemisfair C3</i>

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7:30 A – 8:30 A	<b>SSA WOMEN'S COUNCIL &amp; NETWORKING SESSION</b>	<i>Room 217 D</i>
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SPONSORED BY: NODAFI • QUIKSTOR • SAFEHUGG • STORABLE

7:45 A – 8:30 A	<b>CONCURRENT EDUCATIONAL SESSIONS</b>	
	<b>ELEVATING THE SECURITY PROFILE OF OLDER FACILITIES</b>	<i>Room 217 A</i>

SPEAKER: **Andy Farmer** | PTI SECURITY SYSTEMS

There are over 50,000 self storage facilities across the United States, many of which still rely on outdated technology, leaving them vulnerable to security risks. However, with recent advancements in hardware and software, facility owners and operators can quickly bridge this gap, enhancing security while boosting automation. This transformation not only strengthens a site's security profile but also makes it more competitive. In this session, we'll explore the latest technologies that can be implemented to modernize facilities — transforming even a 20-year-old property into a state-of-the-art, secure space. We'll also demonstrate how these solutions provide instant security alerts and a superior experience for tenants.

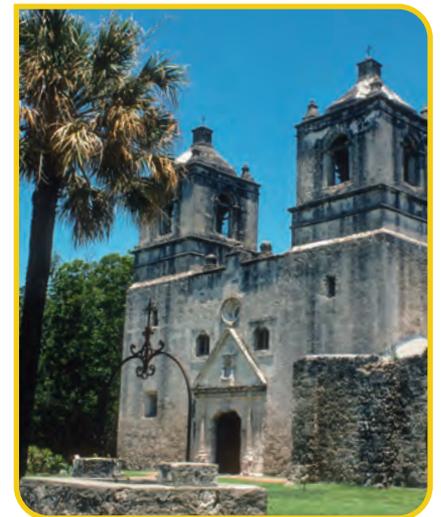
	<b>WHAT'S IN, WHAT'S OUT: BREAKING DOWN YOUR SCOPE BEFORE YOU BUILD</b>	<i>Room 217 B</i>
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SPEAKER: **Eddie Huebner** | MAKORABCO

This session focuses on the critical importance of understanding your project scope before construction begins. It aims to help self storage developers and builders interpret bids accurately, recognize what's included (and not), and avoid expensive surprises down the road. We'll guide attendees through real-world construction examples and communication strategies that keep projects on time and on budget.

Key Learning Points:

- Reading Between the Lines: Learn to dissect scopes of work to identify inclusions, exclusions, and hidden assumptions.
- From Quote to Structure: Understand the transition from contract signing to actual construction—and how to anticipate next steps.
- Avoiding Scope Gaps: Identify where miscommunications or unclear responsibilities can lead to costly mistakes.
- GC and Sub Coordination: Discover best practices for maintaining alignment among trades, designers, and developers when plans evolve.
- Lessons from the Field: Hear real examples of mistakes and recoveries, plus insights from seasoned builders on what ensures success from day one.



	<b>PRICING LAWS: WHAT CAN A SELF STORAGE OWNER CHARGE THEIR TENANTS?</b>	<i>Room 217 C</i>
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SPEAKER: **Scott Zucker** | WEISSMAN ZUCKER

The law is rapidly changing as to what a self storage facility can charge its tenants and how they can charge their tenants, both as to rent and fees. This program will discuss the current laws in California, Colorado, Minnesota and Virginia and as new states are added, the impact of these laws on self storage operations and legal compliance. The bottom line is that not knowing the law can land a facility into hot water including the risk of class action lawsuits and governmental investigations.

### SSA PROTECTS

“As a non-profit organization, we are non-partisan and are all about doing what is best for the self storage industry. SSA’s legislative efforts shape the industry for the better.”



**JOE DOHERTY**  
EVP, Chief Legal Officer,  
Self Storage Association

## THURSDAY, MARCH 19 (CONTINUED)

8:30 A – 8:45 A

**BREAK**

8:45 A – 9:45 A

**GENERAL PANEL SESSION**

*Hemisfair C1-2*

**SEEING AROUND THE CORNER: WHAT'S NEXT IN SELF STORAGE**

SPEAKERS: **John Manes** | STORSUITE (MODERATOR) • **Dave Knobler** | MARCUS & MILLICHAP  
**Scott Levy** | HIGHLINE STORAGE PARTNERS • **John McAfee** | THE STORAGE PLACE  
**Rick Schontz** | CITY LINE CAPITAL

9:45 A – 10:00 A

**BREAK**

10:00 A – 11:15 A

**FEATURED SPEAKER SESSION • JAMIE SIMINOFF**

*Hemisfair C1-2*

**TURNING REJECTION INTO ROCKET FUEL:  
THE BILLION DOLLAR LESSONS BEHIND “DING DONG”**

A lifelong inventor and mission-driven entrepreneur, Siminoff created the world's first Wi-Fi video doorbell while working in his garage in 2011. That doorbell has since transformed into Ring, the whole-home security powerhouse that was acquired by Amazon in 2018 for over \$1 billion.

Prior to Ring, Siminoff founded and sold several successful ventures, including PhoneTag, the world's first voicemail-to-text company. Today he focuses on a multitude of ventures through Shark Lake Explorations, his family office.

Siminoff holds his Bachelor of Science in Entrepreneurship from Babson College. When he's not working, he enjoys spending time with his wife, son, and dogs Pancake and Biscuit.



11:30 A – 2:30 P

**TRADE SHOW OPENS**

*Exhibit Hall 3*

1:30 P – 5:00 P

**LARGE OPERATORS COUNCIL (LOC) MEETING**

*Marriott River Center, Pearl 2-3*

SPONSORED BY: ADVERANK • SELF STORAGE MANAGER, INC.

**LARGE OPERATORS COUNCIL (LOC) RECEPTION**

SPONSORED BY: CUBBY

2:30 P – 7:00 P

**EXHIBITOR MOVE-OUT**

*Exhibit Hall 3*

2:45 P – 4:00 P

**ROUNDTABLE DISCUSSIONS**

*Hemisfair C3*



## THURSDAY, MARCH 19 (CONTINUED)

4:00 P – 4:45 P

### CONCURRENT EDUCATIONAL SESSIONS

#### TAKE THIS STUFF SERIOUSLY

Room 217 A

SPEAKER: **Jeffrey Greenberger** | GREENBERGER & BREWER, LLP

There are issues that operators lose sight of in their operations, but these issues represent such a serious risk to your business. Our speaker, Jeffrey Greenberger, will identify several “hot button” legal risks to your business that can seriously harm or damage your business if not properly addressed. These issues range from recent price disclosure laws, price gouging laws, failure to enforce the terms of your rental agreement, violations of the requirements of your insurance policy that could result in a denial of coverage or renewal, and the storage and charging of lithium-ion batteries.

No matter what your size, or what your occupancy currently is, you do not want to get caught in the buzzsaw of litigation over any of these hot legal topics.

#### ANALYSIS OF PUBLIC SELF STORAGE COMPANIES: EARNINGS RESULTS, INVESTMENT ACTIVITIES AND 2026 GUIDANCE

Room 217 B

SPEAKER: **Marc Boorstein** | MJ PARTNERS SELF STORAGE GROUP

In this session, we'll share detailed comparisons and analysis of self storage REITs including Public Storage, Extra Space Storage, CubeSmart, National Storage Affiliates, and new public company SmartStop Self Storage. This will include highlights of company operations, new management initiatives, investment and disposition activities, joint ventures, development pipelines, bridge loan programs, third-party management platforms and capital market activities. You'll hear an overview of new search and AI strategies, plus virtual management plans. Specific examples include:

- Same-store revenue growth, expenses, and NOI growth.
- Individual market rental rates, occupancies and performance.
- Property acquisitions with cap rates (wholly-owned and joint ventures).
- Dispositions and with cap rates.
- New developments and expansions with yields.
- Bridge loan programs and opportunities.
- Third-party management platforms.
- Capital market activities with terms.
- Full year 2026 guidance.



#### MEET YOUR FUTURE RENTER: SMART, SELECTIVE, AND SHAPING THE EVOLUTION OF SELF STORAGE

Room 217 C

SPEAKER: **Stacie Maxwell** | SECURELEASE/ON THE MOVE INSURANCE SPECIALISTS

Tomorrow's tenants won't think like today's. They'll be digital-first, convenience-driven, and value-focused. They'll be expecting fast answers, frictionless tech, transparent pricing, and brands they trust.

This session breaks down the trends reshaping self storage demand and what “future-ready” looks like in real operations. We'll cover AI-powered marketing and communication, mobile leasing and access, smarter pricing, reputation-building, and sustainability signals that matter to modern renters so you can stay ahead of shifting expectations (and competitors).

Attendees will learn how to:

- Anticipate evolving renter expectations and loyalty drivers.
- Deliver seamless, tech-enabled experiences while keeping the human touch.
- Build trust through transparent pricing, responsive service, and strong reviews.
- Modernize marketing with hyper-local visibility and personalized messaging.
- Leave with a practical action plan to upgrade operations, team habits, and positioning.

#### SMARTER OPERATIONS FROM THE INSIDE OUT

Room 217 D

SPEAKERS: **Chuck Gordon** | STORABLE • **Frank Certo** | THE STORAGE MALL

**Emma Clark** | ALL ABOARD PROPERTIES • **Cliff Hite** | STEIN INVESTMENT GROUP

Strong performance is built from the inside out. In this panel moderated by Storable's Chuck Gordon, operators share how insight, reporting, and operational discipline drive better execution, consistency, and customer experience across their portfolios.

## THURSDAY, MARCH 19 (CONTINUED)

4:45 P – 5:00 P

### BREAK

5:00 P – 5:45 P

### CONCURRENT EDUCATIONAL SESSIONS

#### FROM DATA TO DEALS: HOW OPERATORS CAN USE DATA SCIENCE TO MAKE SMARTER ACQUISITIONS

Room 217 A

SPEAKERS: **Ian Levin and Daniel Williams** | 10 FEDERAL

Buying the right property is half the battle — running it profitably is the other half. In this session, Ian Levin and Daniel Williams will break down how 10 Federal uses data science to evaluate acquisitions and ensure they align with operational performance goals. They'll show how data models, market analytics, and rent growth forecasts can uncover value that traditional underwriting misses — and how operators can apply similar tools to their own growth strategy.

Key Takeaways:

- Identifying acquisition opportunities using data-driven market analysis.
- How to model future occupancy, rental rates, and NOI.
- Operational considerations that make or break a deal (staffing, automation, security, etc.).
- Real-world examples of successful data-backed acquisitions.
- Practical steps operators can take to bring more science into their acquisition process.

#### THE AGENTIC FUTURE OF SELF STORAGE

Room 217 B

SPEAKER: **Matt Engfer** | CUBBY

In this talk, we'll discuss how AI can generate business outcomes for storage operators. We'll break down:

- How AI and AI Agents function in partnership with your software.
- What's critical for voice agents to get right across customer service, payments, leads, and new rentals.
- How voice agents are just part of the picture: orchestrating a system of action that works on your behalf.
- How to think about managing AI agents, from enhancement, to visibility, to guardrails.
- Implications for your organization and the jobs your teams do.

#### SELF STORAGE NATIONAL MARKET OUTLOOK

Room 217 C

SPEAKER: **Tyson Huebner** | YARDI

Recent data indicates the self storage sector may have reached a cyclical bottom, with signs of gradual improvement emerging across many markets. However, recovery patterns remain uneven, shaped by local variations in demand, rent performance, new supply deliveries, and capital market conditions. This session will examine the latest data to assess where fundamentals are strengthening and where headwinds persist. Attendees will gain a framework for analyzing key performance indicators—rent trends, pipeline activity, absorption, and investment flows—and learn how to apply these insights in underwriting, budgeting, and operational strategy. The discussion will highlight how data can be used to evaluate risk and opportunity at both the market and asset level as the industry transitions into its next phase of growth.

#### 30 DAYS TO OPERATIONAL EXCELLENCE: A TACTICAL BLUEPRINT FOR OPERATORS

Room 217 D

SPEAKERS: **Jennifer Barroqueiro** | ALL-PURPOSE STORAGE • **Lou Barnholdt** | UNIVERSAL STORAGE GROUP  
**Jessie Lamb** | NODAFI • **JC Reed** | ALL-PURPOSE STORAGE

Every operator wants operational excellence, but too often it feels like a vague, long-term goal that's out of reach for smaller owners. This session flips that script by breaking the idea down into a 30-day tactical blueprint that attendees can actually use.

Think of it as a playbook: daily and weekly steps that move the needle on occupancy, revenue, and customer experience. We'll walk through what to audit on day one, which vendor reviews to tackle in week one, and how to layer in revenue management, staff alignment, and marketing tweaks over the course of a single month. Attendees will learn how to:

- Diagnose and prioritize operational gaps with a structured facility audit.
- Implement a step-by-step 30-day roadmap that improves revenue, reduces costs, and enhances customer experience.
- Build accountability by turning big goals into daily actions their team can consistently execute.

5:00 P – 6:00 P

### YLG EDUCATION & NETWORKING SESSION

216AB

Join fellow Young Leaders for a dynamic networking session focused on building meaningful connections across the industry. Join the group to meet new peers, exchange ideas, share experiences, and strengthen the relationships shaping the future of our community.

SPONSORED BY: **KIWI II CONSTRUCTION, INC.** • **SECURELEASE** • **SPAREBOX TECHNOLOGIES**  
**STORSUITE** • **TENANT PROPERTY PROTECTION**

## THURSDAY, MARCH 19 (CONTINUED)

6:00 P – 7:30 P

### SAN ANTONIO HONKY TONK HOEDOWN RECEPTION

Grotto

SPONSORED BY: DALLENBACH-COLE ARCHITECTURE • DEVON SELF STORAGE • RELIABLE COMMERCIAL CONSTRUCTION  
SOLID STEEL STRUCTURES INC. • TRACHTE BUILDING SYSTEMS

9:00 P – 12 00 A

### YLG RECEPTION

Merkaba (off-site)

SPONSORED BY: KIWI II CONSTRUCTION, INC. • SECURELEASE • SPAREBOX TECHNOLOGIES  
STORSUITE • TENANT PROPERTY PROTECTION

## FRIDAY, MARCH 20

7:00 A – 10:30 A

### SSA CAFÉ

Hemisfair C1-2

SPONSORED BY: A&E CONSTRUCTION CO. • CHATEAU PRODUCTS • M BAR C CONSTRUCTION • PRORIZE LLC • THE SBOA

7:30 A – 10:30 A

### MEMBER ZONE & SSA FOUNDATION COUNTER

Hemisfair Lobby

8:00 A – 8:45 A

### CONCURRENT EDUCATIONAL SESSIONS

#### SMILING FACES RENT MORE SPACES: HARNESSING ATTITUDE FOR PROFIT

Room 217 A

SPEAKER: [RK Kliebenstein](#) | SELF-STORAGE, LLC

In a highly competitive market, attitude is the invisible asset that drives rentals, retention, and positive online reviews. This engaging session is focused on Attitude Engineering, demonstrating that if you can't turn the frown upside down, you're leaving money on the table. We'll teach you how to recognize that while you cannot change every challenging situation, you can change your response to it. Learn to identify and eliminate "negativity cancer" in your team culture, replacing it with a resilient, positive, and customer-focused mindset. This program delivers specific techniques for building a proactive, winning attitude that takes on difficult challenges, significantly improves the customer experience, and demonstrably increases your close rate. We will detail the "Mirroring Technique" for phone sales to match energy, the importance of a "Service Recovery Script" for turning an angry customer into a raving fan, and methods for managers to model enthusiasm to increase team morale and sales confidence.



#### PREPARING YOUR PORTFOLIO FOR AN INSTITUTIONAL EXIT

Room 217 B

SPEAKER: [Scott Schoettlin](#) | SKYVIEW ADVISORS

Most owners underestimate how dramatically preparation can swing the outcome of a sale. Institutional buyers aren't just buying occupancy — they're buying a story backed by flawless financials, operational scalability, and risk-free execution. In this session, we'll share insider strategies brokers use to turn ordinary facilities into premium, institution-grade portfolios. Attendees will walk away with the same checklist we use to get sellers top-tier valuations in today's competitive market. This isn't theory — it's what actually moves the needle when millions are on the line.

## SSA ENGAGES

**"The SSA is the best place in the world to get an education about the industry and to learn from other people.**

As trade associations go, I don't think there's any other industry where people are as free to share what they know."



**FOY COOLEY**  
Access Self Storage

## FRIDAY, MARCH 20 (CONTINUED)

8:00 A – 8:45 A

### CONCURRENT EDUCATIONAL SESSIONS (CONTINUED)

#### THE PERFECT PICK: FROM JOB POSTING TO PERFORMANCE

Room 217 C

SPEAKER: **Belinda Jones** | STORAGE ASSET MANAGEMENT

Job postings are more than just lists of duties and requirements — they're the first impression a candidate gets of your company. The words you choose can either attract the right people or unintentionally push them away. A posting that's too rigid might deter someone with transferable skills, while one that's too vague may bring in applicants who aren't a good fit.

In this session, we'll explore how the right job posting ensures the right person applies, how experience and education truly transfer into new roles, and how people's learning styles connect with your training program. Together, these elements demonstrate why hiring isn't just about filling a role — it's about aligning opportunity, potential, and growth. And when that alignment is clear, you don't just hire a candidate — you hire the perfect pick for the job.

#### THE SHIFT TO AUTOMATION: HOW SMART TECHNOLOGY RETROFITS CAN REMEDY INEFFICIENCY

Room 217 D

SPEAKERS: **Terry Bagley** | JANUS INTERNATIONAL • **Travis Morrow** | NATIONAL SELF STORAGE AND STORELOCAL

As owner-operators face mounting pressure to cut costs, scale efficiently and deliver the seamless experiences consumers now expect, many are shifting to automation as a remedy for all three. In this session, attendees learn about the operational efficiencies that come with retrofitting their facilities using the latest smart-locking technologies. You'll also hear directly from an owner/operator who has made automation a core operational strategy. He'll share the bottom-line results they've achieved through the implementation of smart technology — from recurring revenue that stems from monthly technology fees and at-capacity occupancy rates to significant savings on labor, insurance and property protection.

8:45 A – 9:00 A

### BREAK

9:00 A – 9:45 A

### CONCURRENT EDUCATIONAL SESSIONS

#### TRENDS IN RV & BOAT STORAGE

Room 217 A

SPEAKER: **Mark Dirato** | BAJA CONSTRUCTION CO., INC.

With boat and RV ownership on the rise, it makes sense that storage for these vehicles is in higher demand, creating opportunity for the enterprising developer or property owner. However, the development and construction process for this product can be challenging. There's a lot to consider. We will share the lessons we learned from building these types of projects over the last 20 years, so you can create a foundation for success. You'll learn:

- The latest trends in boat/RV storage development.
- How to choose the best site for your project.
- The process and timeline for boat/RV storage construction.
- How to properly design the facility, including layout requirements.
- The amenities you might include to entice and appease customers.

#### LAW FOR LEADERS: 5 THINGS EVERY LEADER NEEDS TO KNOW IN 2026

Room 217 B

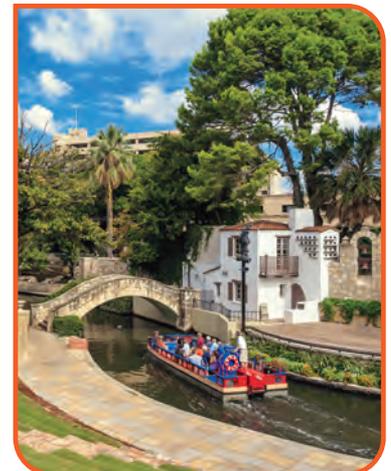
SPEAKER: **Pam Howland** | IDAHO EMPLOYMENT LAWYERS

Today's leaders are expected to be culture drivers, compliance enforcers, and crisis managers — all while keeping their teams productive and engaged. But one misstep in any of these roles can quickly turn into a legal headache (or a full-blown lawsuit).

With rapid legal changes, new employee protections, and rising expectations for respectful and inclusive workplaces, leaders need more than instincts — they need a roadmap.

Join employment attorney and nationally certified speaker Pam Howland to explore the 5 most critical areas where well-intentioned leaders often go wrong — and what to do instead. Drawing from real cases and over two decades of experience defending employers, Pam will share the practical, preventative tools that every supervisor, manager, and HR professional needs to lead legally and confidently in 2026.

This session is not just about avoiding lawsuits — it's about building leadership habits that protect your organization and empower your team. Whether you're a seasoned executive, a new manager, or an HR professional training others, you'll leave with a checklist of best practices, a sharper legal lens, and a fresh understanding of how great leadership and compliance go hand-in-hand.



## FRIDAY, MARCH 20 (CONTINUED)

9:00 A – 9:45 A

### CONCURRENT EDUCATIONAL SESSIONS (CONTINUED)

#### 7 STRATEGIC MISTAKES OPERATORS RISK MAKING

Room 217 C

SPEAKER: **Jon Loftin** | OPENTECH ALLIANCE

Staying small-thinking in a fast-moving market quietly destroys margins, market share, and optionality. This session exposes seven common strategic errors that turn good operators into stuck operators, then gives clear, prioritized actions to stop the bleed, modernize operations, and capture missed revenue without risky, guesswork-driven investments.

- Lacking clarity on AI: Treating AI as a buzzword instead of a targeted set of use cases tied to measurable outcomes.
- Not owning your data: Relying on third parties for raw data access and losing control of insights, portability, and monetization.
- Failing to future-proof: buying point solutions that don't scale or integrate, creating technical debt and replacement costs.
- Managing operations with ad hoc tools: Sticky notes, clipboards, and spreadsheets that limit visibility, auditability, and scale.
- Missing tenant evolution: Ignoring changing customer expectations for frictionless, digital-first experiences and flexible offerings.
- Underestimating revenue risks: Neglecting churn drivers, upsell paths, and dynamic pricing that leave revenue on the table.
- Ignoring people and process change: Assuming tech alone solves problems while skipping training, governance, and operational redesign.

#### SETTING YOUR STORE APART

Room 217 D

SPEAKERS: **Jim Mooney** | SBOA • **David Cooper** | STORAGE KING

In this session, we are going to build on the last several managers' sessions. We are going to help you and your store stand out from the rest of the competition.

We have given you the basics, now we are going to vault you to the next level with the help of technology, including AI to help make your organization stand above.

Be the sales professional and make an impact at the most important time for your customer. We have always said that storage is an event driven business. You need to be there and be prepared when the phone rings, the inbox dings or the front door opens.

9:45 A – 10:00 A

### BREAK

10:00 A – 11:15 A

### CLOSING GENERAL SESSION

Hemisfair C1-2

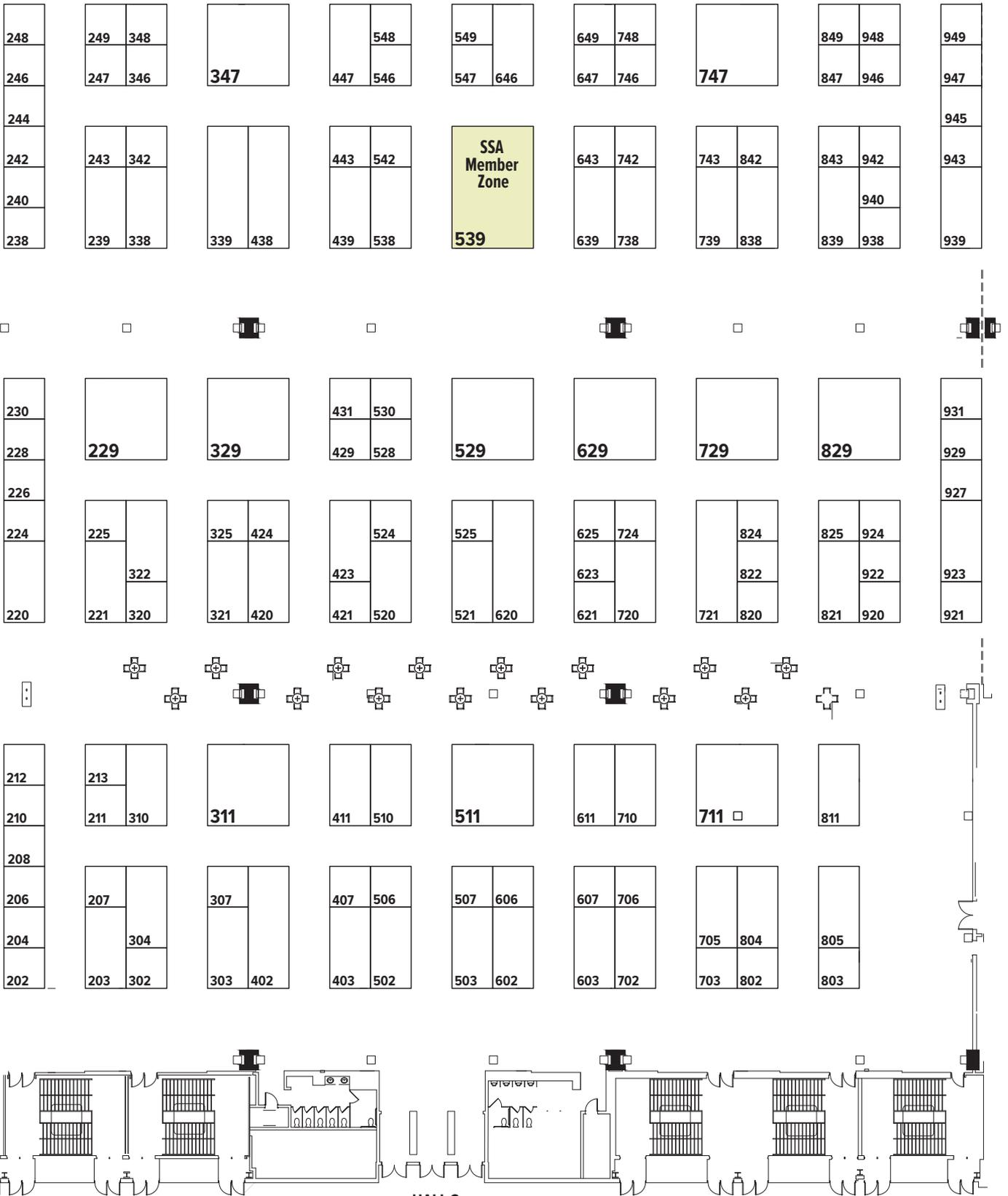
#### LEGAL POWER HOUR

SPEAKERS: **Joe Doherty** | SSA • **Carlos Kaslow** | SSLN • **Scott Zucker** | WEISSMAN ZUCKER/SSLN



# TRADE SHOW MAP

SUBJECT TO MODIFICATION



HALL 3  
ENTRANCE

No one under the age of 16 allowed in the trade show hall during exhibit hours or under the age of 18 during move-in and move-out.

Whether you are a seasoned veteran or an industry newcomer, you are sure to find many great resources in the exhibit hall.

# EXHIBITOR BOOTH LIST

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MODIFICATION

For 50 years, the SSA has continued 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 you need to develop, build, and operate your self storage business. Talk with our vendors.

Please see above for a list of exhibiting companies and their booth numbers. For more information on each company please refer to the SSA Spring Conference mobile app or our website: [selfstorage.org](http://selfstorage.org).

3D Group.....	748	Capco Steel Inc.....	746	Janus International.....	511
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Accent Building Restoration (ABR).....	502	Copper Storage Management.....	204	Kingspan Insulated Panels, Inc.....	431
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		Interform.....	230	OpenTech Alliance.....	402
		iPostal1.....	307		



**KENNETH WOOLLEY**  
Founder,  
Extra Space Storage

## SSA CONNECTS

“Over the last 47 years, I’ve learned something when I attended an SSA conference. More importantly, I met people. It’s more meaningful to me to come for the friendships, not the business. That’s more valuable to me than what I’ve learned.”

# EXHIBITOR BOOTH LIST

SUBJECT TO  
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Portable Storage Box Co.....	347	SpareBox Technologies.....	322	The BSC Group.....	443
Practical Storage Ltd.....	739	SpiderDoor.....	429	The Feldman Companies.....	927
PropRise.....	240	SSA Member Zone & Foundation.....	539	The Mahoney Group.....	943
PTI Security Systems.....	329	Starwood Mortgage Capital.....	922	The SBOA (Storage Business Owners Alliance).....	847
Public Storage.....	420	Steel and Metal Systems, Inc.....	803	The Storage Group.....	920
Quikstor.....	703	SteelBlue.....	603	Trachte Building Systems.....	721
Rapid Building Solutions.....	738	Storable.....	529	Trac-Rite Door.....	729
Reliable Commercial Construction.....	811	Storable Easy.....	528	TractIQ.....	243
RKAA Architects, Inc.....	507	Storage Building Company.....	646	TRUEGRID Pavers.....	530
Roll-up Door, Inc.....	802	Storage Commander.....	747	U-Haul Self Storage Affiliate Network.....	821
Rytec Corporation.....	220	Storage Construction.....	212	Union realtime.....	325
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SkyView Advisors.....	506	Supply Side USA.....	423		
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		Tenant Inc.....	321		



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Alexandria, VA 22314

## AMBASSADOR SPONSORS

**Accent Building Restoration (ABR)**

Dan Lopez  
323.841.2501  
abrusa.com

**All From 1 Supply**

855.366.1100  
allfrom1supply.com

**Chateau Products, Inc.**

941.746.3976  
chateauproducts.com

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Christine DeBord  
770.562.2850  
janusintl.com

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Steven Weinstock  
630.570.2250  
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Korey Hanson  
520.405.8232  
arguspsm.com

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## THURSDAY, MARCH 19 • 2:45– 4:00P • HEMISFAIR BALLROOM C3

We have 30 topics of interest to owners, operators and managers of self storage facilities. Select those where the discussion will benefit you most. We will ring the bell at 20-minute intervals to allow you time to ‘table-hop’ and participate in 3 different table discussions during this session.

### #1 BEYOND CURB APPEAL: TURNING PAINT INTO PROFIT

In this roundtable session, we'll cover: Why paint delivers the best ROI. • How rebranding increases rents. • A modern look justifies higher rates, attracts tenants and supports portfolio consistency. • Maximize impact pairing paint with signage, landscaping & lighting. [Accent Building Restoration Inc.](#)

### #2 STRATEGIC VALUE ENGINEERING: WHERE COST SAVINGS ACTUALLY MAKE SENSE IN STORAGE CONSTRUCTION

Explore the areas of a self storage project where value engineering truly delivers meaningful savings, without compromising quality, durability, or long-term performance. Attendees will gain knowledgeable insights on how to protect budgets while still delivering high-quality, Class A facilities. [Arco/Murray Design Build](#)

**#3 FUTURE OF OPERATIONS** This roundtable explores the emerging operational trends reshaping our industry. We'll discuss how operators are rethinking their tech stacks beyond core FMS functionality—from AI applications that are automating routine tasks, to website optimization strategies that are significantly improving conversion rates, to sophisticated revenue management approaches that dynamically adjust pricing based on market conditions and property performance. Whether you're running a handful of facilities or a large portfolio, you'll gain insight into the operational innovations your peers are testing and adopting. [Cubby](#)

### #4 MAXIMIZING UNDERPERFORMING & IDLE SPACE WITH TAX-FRIENDLY RELOCATABLE STORAGE SOLUTIONS

Transform low-rent, high-risk space like parking or idle land to higher revenue generating units. • Increase your rentable square footage while unlocking potential tax benefits that could help reduce upfront costs. • Maintain the look and feel of traditional storage units. [Janus International Group](#)

### #5 ASK A LENDER ANYTHING: YOUR TOUGHEST QUESTIONS ANSWERED HONESTLY

What lenders really look for in self storage deals — the criteria, the red flags, and the surprises. • SBA vs. conventional vs. construction loans: when each option actually makes sense (and when it doesn't). • How to structure your deal to get to “yes:” equity, projections, collateral, and guarantor strength. • The mistakes borrowers don't realize they're making — from feasibility assumptions to underwriting gaps. • Real talk Q&A: bring your challenges, unusual scenarios, or stalled deals for candid feedback. [Live Oak Bank](#)

### #6 RETURN ON EQUITY: HOW HARD IS YOUR MONEY

**WORKING FOR YOU?** Discover what Return on Equity (ROE) reveals about your facility's performance and why many owners overlook it. • Learn to calculate your ROE and identify when your equity is underperforming or sitting idle. • See how rising property values and debt paydown can lower your returns without affecting cash flow so you don't leave money on the table. • Explore strategies like refinancing, repositioning, and reinvesting to unlock equity and drive growth. • Hear real examples of self storage owners who improved ROE to expand portfolios, boost cash flow, and create lasting value. [Marcus & Millichap](#)

### #7 2025 TENANT DATA TRENDS: WHAT OPERATORS NEED TO KNOW ABOUT MODERN RENTER BEHAVIOR

Patterns in tenant access activity—when renters typically visit, how often they access their units, and what these behaviors signal. • Insights from tenant communication behavior, including peak times they seek assistance or to rent new units and more. • Self-service trends: preferred rental times and payment methods, willingness to complete transactions independently, and how often renters seek live support while using self-service tools. • Security-related behavior patterns, including recurring on-site activity, incident trends and more. • Auction-related behavior insights, including how bidder demand, timing, and listing quality impact lien loss return, and common lien file errors that present increased operational risk. [OpenTech Alliance](#)

**#8 GOOD, BETTER, BEST WHICH SECURITY LEVEL IS RIGHT FOR YOUR SELF STORAGE FACILITY** Not all security is created equal, and neither are the risks. From basic safeguards to fully integrated smart systems, understanding what defines “good,” “better,” and “best” is key to protecting your facility, building tenant trust, and maximizing your ROI. This session will break down the levels of self storage security so you can align your investment with your operational goals and long-term success. [PTI Security Systems](#)

**#9 MODERN PROPERTY MANAGEMENT SOFTWARE** Join us for an interactive discussion on how modern self storage management platforms are reshaping operations through data-driven decision making, real-time insights, and seamless automation. We'll explore tools like Power BI analytics, online rental modernization, and advanced reporting to help operators enhance efficiency, capture more leads, and maximize revenue. [Self Storage Manager](#)

**#10 BEHIND THE UNDERWRITING CURTAIN: WHAT TODAY'S CAPITAL MARKETS REALLY LOOK FOR IN SELF STORAGE** Capital markets have shifted fast, and many traditional valuation assumptions no longer hold. This session gives owners a clear, data-driven look at how investors and lenders are assessing risk, pricing assets, and deciding where capital flows in 2026. In a short, focused discussion, attendees will learn what actually moves the needle in modern underwriting-and why seemingly similar assets can land very different outcomes. [SkyView Advisors](#)

**#11 GETTING STARTED RIGHT: KEY TECHNOLOGIES FOR NEW OPERATORS** Starting strong is crucial for new self storage operators, and the right technology can make all the difference. In this roundtable, we'll explore the essential tools every new operator should have in their tech stack to streamline operations, improve customer experiences, and drive revenue growth. From management software to payment systems and marketing tools, we'll discuss how to build a technology foundation that supports efficiency and scalability from day one. [Storable](#)

**#12 DOES YOUR FACILITY MANAGEMENT PLATFORM ALLOW YOU TO SCALE EFFECTIVELY?** Self storage is changing quickly, and if you're looking to scale your business, you don't want to be left behind. Scaling up means being able to efficiently market available units, streamline leasing, process billing and track development projects across your entire portfolio through integrated, cloud-hosted software. In this roundtable, we'll discuss benefits like scalability, reduced back office overhead and real-time access across multiple sites. [Yardi](#)

**#13 TENANT INSURANCE: WHAT TO LOOK FOR IN A PROVIDER** Choosing the right tenant insurance partner can directly impact your revenue, operations, and tenant experience. In this roundtable, we will break down the key factors every operator should evaluate when selecting a tenant insurance provider. Discussion points will include: Revenue transparency and long-term earning potential.

- Claims process and support for tenants and staff.
- Compliance, licensing, and regulatory considerations.
- Software integrations and operational impact. [SBOA Insurance Services, powered by Alchemy Insurance Solutions](#)

**#14 MODERNIZING FIELD OPERATIONS: WHAT HIGH-PERFORMING REMOTE TEAMS DO DIFFERENTLY** How operators are rethinking walkthroughs, maintenance, and field workflows in 2026.

- The shift from clipboard culture to structured, data-driven inspections.
- Common bottlenecks in field operations and how operators are removing them.
- What “good” reporting looks like and how it protects operators.
- Practical ways to get more consistency and accountability across your portfolio. [Sparebox Technologies](#)

**#15 THE FUTURE OF SEARCH FOR SELF STORAGE: GOOGLE, SEO, AND CHATGPT** Search is evolving fast. AI-driven answers, changing consumer behavior, and Google's shifting ad formats are reshaping how renters find self storage. This roundtable explores what these changes mean for operators — from the diminishing role of traditional SEO to paid search strategies, or how to show up in ChatGPT. We'll discuss how AI tools and real-time data are transforming digital marketing, and how to stay competitive as the search landscape continues to shift. [Adverank](#)



## SSA UNITES

“There’s no other association that can help you at the federal, state, or local level like SSA can.”

**TOMMY NGUYEN**  
Co-Founder, StoragePug

**#16 VENDORS: HOW TO BUILD A BENCH YOU TRUST (AND WHAT TO DO WHEN ONE FAILS)** Every operator knows the truth: your facility is only as strong as the vendors who support it. But as portfolios grow, vendor management becomes one of the biggest pain points; pricing consistency, response times, communication gaps, and quality control all start to drift. This roundtable digs into how to build a reliable “vendor bench” you can trust across multiple locations, from maintenance and landscaping to gates, HVAC, plumbers, and specialty trades. We’ll share what’s working, how operators track performance, and the systems that make vendors part of the solution instead of part of the stress. [nodaFi](#)

**#17 THE THREE HIGHEST-ROI MARKETING MOVES FOR SMALL OPERATORS** We’ll discuss: The simple marketing tasks that consistently produce the biggest returns for independents. • Why you don’t need a large budget to compete with bigger brands. • How to prioritize efforts so you’re not spreading yourself too thin. • Real examples of small actions that reliably boost occupancy month to month. [StorSuite](#)

**#18 ABANDONED CARTS, RECLAIMED REVENUE: MULTI-CHANNEL STRATEGIES THAT CONVERT AT 25-35% RATES** Most operators send a single “complete your booking” email and call it abandoned cart recovery. Real revenue recapture requires understanding why customers hesitate and engaging them in actual conversations across multiple channels. This session reveals how top-performing operators are converting 25–35% of abandoned bookings using intelligent follow-up sequences that address customer objections, provide real-time inventory updates, and create genuine urgency without being pushy. [swivl](#)

**#19 THE HIDDEN RISKS OF ACCEPTING PARTIAL PAYMENTS IN SELF STORAGE OPERATIONS** Partial payments may seem like a practical compromise, but they often create more problems than they solve. Many operators accept them to avoid zero revenue yet doing so without understanding the legal and operational consequences can jeopardize lien enforcement, delay evictions, and expose your business to legal risk. Best practices include clear payment policies, automated systems for consistency, and strong internal communication to avoid mixed messages. Operators should regularly review how they handle partial payments, confirm legal language, ensure systems track payment status accurately, and train staff to spot manipulation tactics. [6 Storage Software Solutions](#)

**#20 TRENDS IN RV & BOAT STORAGE** With boat and RV ownership on the rise, it makes sense that storage for these vehicles is in higher demand, creating opportunity for the enterprising developer or property owner. However, the development and construction process for this product can be challenging. There’s a lot to consider. We will share the lessons we learned from building these types of projects over the last 20 years, so you can create a foundation for success. [Baja Construction Co., Inc.](#)

**#21 UNCOVER REVENUE WITH RELOCATABLE STORAGE UNITS** Look around your self storage facility. Do you see vacant or unproductive land? In this roundtable, you’ll learn how to uncover hidden revenue using relocatable self storage units. During our roundtable, we will review the following: Place on virtually any surface, no foundation needed. • Flip parking lots, easements/setbacks, fencelines, site perimeters and more. • Truly portable, even when fully loaded. • Customizable to match existing buildings, colors, and branding. • Car storage capable. • Eligible for Section 179 tax benefits. • Positive impacts on permitting, zoning, and property taxes. [Boxwell](#)

**#22 WEATHER THE STORM: DESIGN AND MATERIAL TRICKS THAT INCREASE EXTREME WEATHER RESILIENCE** Extreme weather data. • Design considerations to increase resilience. • Material choices to withstand. • Certifications and ratings. • Roll-up doors — designs and add-ons to add strength. [Central States](#)

**#23 THE SMART TECH FEE ADVANTAGE** Understanding the Smart Tech Fee Model: Explore what Smart Tech Fees are and why they’re emerging in self storage. • Aligning Fees with Tenant Value: Discuss how technology-driven services provide measurable benefits that justify recurring fees. • Real-World Implementation Strategies: Review practical methods operators use to roll out Smart Tech Fees without disrupting tenant satisfaction or operational flow. • Tracking Impact on the Bottom Line: Learn how facilities measure financial outcomes. • Ethics & Transparency in Fee Adoption: Examine best practices for communicating technology-related fees to tenants. [DaVinci Solutions](#)

**#24 BUILDING SMARTER, NOT PRICIER HOW TO SAVE MONEY WHEN DEVELOPING AN RV & BOAT STORAGE FACILITY** Why it Matters: Construction and land costs have surged. • Site Selection & Design Efficiency = Dollars Saved. • Steel structure & canopy optimization. • Building in Phases: Does it work? • Construction Cost Control: avoid these common pitfalls. • Energy & sustainability as cost savings. • Partnering for Efficiency. • Key Takeaways: Every dollar saved during construction compounds your ROI for decades. Efficiency starts at the design table — not on the jobsite. [M Bar C Construction](#)

**#25 IT'S NOT A MARKETING CHALLENGE: IT'S A CUSTOMER RETENTION CHALLENGE** Fact: On average, it costs just \$200 to \$300 to attract a new customer. However, the potential losses from churn can be thousands of dollars. In today's self storage market, the biggest threat to stable occupancy isn't a lack of leads — it's the silent churn that forces operators to overspend on acquisition while overlooking the value already within their portfolio. This session reframes growth by showing why strengthening retention delivers faster, more predictable results than simply marketing harder. The takeaway is simple: sustainable growth starts with protecting the customers you've already earned. [Storage Commander](#)

**#26 TIME TO UPGRADE OR MODERNIZE YOUR FACILITY? CHOOSING THE RIGHT SMART LOCK SOLUTION FOR YOUR OPERATION** Smart locks are transforming the self storage industry but choosing the right system can feel overwhelming. In this roundtable, you'll get a practical, operator-focused conversation on how to assess your options and choose a smart lock solution aligned with your operational goals, property type, and customer expectations. Attendees will walk away with a clear understanding of how to evaluate and implement the most effective smart-locking strategy for their facility. [Trac-Rite](#)

**#27 THE FUTURE OF STAFFING IN STORAGE: BALANCING HUMAN TEAMS WITH AI SUPPORT CHANNELS** Staffing challenges continue to shape how storage operators run their businesses whether it's hiring reliable managers, maintaining call center consistency, or meeting customer expectations for fast, always-on support. In this roundtable, we'll explore how operators are rethinking their staffing models by blending traditional onsite roles with modern AI support channels. We'll dive into what's working (and what isn't) when it comes to call centers, centralized teams, and decentralized site management. [Uniti AI](#)

**#28 MARKETING THAT ACTUALLY MOVES THE NEEDLE: TRACKING THE RIGHT 10 METRICS** Owners are drowning in dashboards but still asking, "Is my marketing working?" or "Is this creating value or just a shiny object." This roundtable focuses on the 10 high-impact metrics that truly drive revenue: Cost per lead • Cost per rental • Conversion rate by channel • LTV • Review velocity • Digital funnel drop-off points • Website performance and more. Attendees will discuss which metrics matter, which ones are noise, and how to make smarter decisions when Google Ads, SEO, and aggregators keep changing. [Sauls CRE](#)

**#29 AI CHATBOTS VS. HUMAN SUPPORT: WHAT'S THE RIGHT BALANCE FOR STORAGE OPERATORS?** Self storage operators face a critical question: how much automation is too much, and where is the human touch still essential? This roundtable explores the optimal balance between AI support and live customer interaction in 2026. Participants will discuss how to leverage chatbots to handle routine inquiries, drive online rentals, and capture leads without frustrating potential tenants. At the same time, we'll discuss when human intervention is necessary to build trust, solve complex issues, and provide the personal service that sets operators apart. [The Storage Group](#)

**#30 SPOTTING RED FLAGS DURING THE INTERVIEW: CHARACTER BASED INTERVIEWING** Join us for a new perspective on identifying the talent that your business needs to succeed through Character Based Interviews! When you look beyond the resume and help someone to talk about what makes them tick (character traits), you get more insights into who they are and who they could be when they join your team! Discover how Character-Based Interviews (CBIs) help you look beyond résumés to uncover what truly motivates your candidates, which helps you gain deeper insight into who they are and whether they're the right fit for your business. [Westport Properties](#)

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