



# SSA's 34<sup>TH</sup> ANNUAL EXECUTIVE SKI WORKSHOP

A MEMBERS ONLY EVENT

**JANUARY 13-16, 2020**

THE CHATEAUX + STEIN ERIKSEN LODGE | DEER VALLEY, UTAH

## OUR 2020 SKI WORKSHOP SPONSORS

More information at [selfstorage.org](https://selfstorage.org)



**REGISTER BY DECEMBER 20 FOR THE BEST RATES**

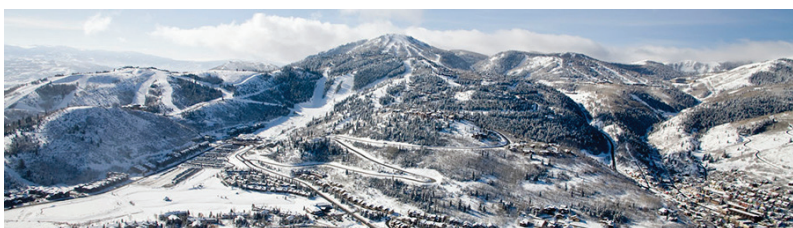


*For first-class industry education, SSA provides the best opportunities. And when it is time for great skiing or boarding, Deer Valley is the place to be.*

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

## WHO SHOULD ATTEND?

SSA's Executive Ski Workshop is geared to self storage owners who are eager to strengthen their knowledge of the industry, hear what's on the horizon, gain insights on facility operations, and find out about some of the most critical challenges the industry is facing today. For over 30 years, this event has attracted top industry professionals. If you're new to self storage, networking opportunities abound with not only our speakers, but with other workshop participants as well. And, of course, if you ski or board...that's a great bonus!



## DEER VALLEY, UTAH

Deer Valley is an alpine ski resort in the Wasatch Range, located 36 miles east of Salt Lake City, in Park City, Utah. The resort, known for its upscale amenities, is consistently ranked among the top ski resorts in North America.

Deer Valley was a venue site during the 2002 Winter Olympics, hosting the freestyle moguls, aerial, and alpine slalom events. It also regularly hosts competitions for the International Ski Federation.



## STEIN ERIKSEN LODGE

Nestled amid the alpine serenity of Deer Valley and identified worldwide as a preeminent luxury ski hotel, Stein Eriksen Lodge is an authentic European lodge offering an elegant blend of contemporary sophistication and nostalgic grace. Inspired by the Olympic legend and his Norwegian heritage, this traditional ski lodge was the first luxury property in Park City and is Utah's only Forbes Five-Star hotel and spa. Adorned with oversized leather chairs, crackling fireplaces, and a

welcoming ambience, the Lodge provides guests the ultimate in comfort and location.

Being Utah's only Forbes Five-Star hotel, guests experience the best ski-in/ski-out access, award-winning dining, indulgent spa treatments, and entertaining après, making Stein Eriksen Lodge a premier year-round resort. Here, you are sure to experience only the finest.



## THE CHATEAUX AT DEER VALLEY

Nestled amid the majestic Park City mountains, The Chateaux Deer Valley offers exemplary service and amenities for all guests, making it a popular year-round destination. At this Forbes Four-Star luxury property, guests take solace from the world and reconnect with nature. Mere steps from the world-renowned Deer Valley Resort and a short ride to Historic Main Street, The Chateaux invites guests to experience everything our mountain town has to offer all year long.

## WHAT IF I DON'T SKI?

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

# PROGRAM OUTLINE (SUBJECT TO MODIFICATION)

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## MONDAY, JANUARY 13

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### 5 pm **Welcome Reception**

Plenty of networking, food, and beverages. Pick up your registration packet and mingle with colleagues.

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## TUESDAY, JANUARY 14

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### 6:30a **Yoga and Stress Reduction**

Relax, release stress, and energize yourself in this popular Ski Workshop activity. Registered guests are also welcome.

### 7:30a **Hot Breakfast Buffet**

If you arrived too late for the reception, you may pick up your workshop materials this morning at breakfast.

### 8:30a **Welcome and SSA News**

### 8:45a **Keynote Address**

#### **Unconventional Wisdom: Self Storage My Way**

H. Michael Schwartz, *SmartStop Asset Management LLC*

### 9:30a **Panel Session - The Self Storage Market**

**Panelists:** Chris Nebenzahl, *Yardi*; Barbara Denham, *REIS/Moody's*

### 10:00a **Skiing and Leisure Activities**

Ski or snowboard with your SSA friends. Check with the hotel concierge for suggestions on other activities, or spend some time networking with non-skiers, or relaxing in the spa!

### 5:30p **Cocktail Reception**

Celebrate this great event! Spend some time with other attendees before heading out to dinner.

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## WEDNESDAY, JANUARY 15

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### 6:30a **Yoga and Stress Reduction**

Another great session to start your day on a positive note!

### 7:30a **Hot Breakfast Buffet**

### 8:30a **Straight From the SSA Board**

**Panelists:** Tim Dietz, *Self Storage Association* (Moderator)

Charles Byerly, *Westport Properties*; Dan Nixon, *The Paragon Group, Inc.*;

Jefferson Shreve, *Storage Express*; Alyssa Quill, *Storage Asset Management, Inc.*

### 9:30a **Self Storage Economic Outlook**

Christopher Thornberg, *Beacon Economics LLC*

Join us for Dr. Christopher Thornberg's take on market trends and concerns for our industry and developments in the real estate cycle we need to watch.

### 10:30a **Skiing and Leisure Activities**

By popular demand: The rest of the day is open for attendees to hit the slopes, practice for the big race, shop, go snowmobiling, or just relax in the Spa before heading out to dinner.

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## THURSDAY, JANUARY 16

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**6:30a Yoga and Stress Reduction**

Another great session to start your day on a positive note!

**7:30a Hot Breakfast Buffet**

**8:30a Roundtables**

Always a popular segment of our Ski Workshop, industry experts will lead the discussions. We'll have several "turns" that allow you to table-hop to different topics.

**9:30a Changes in the Wage & Hour Landscape**

*Speaker: Sonia Anderson, Labor and Employment Attorney, Husch Blackwell*

**10:30a Skiing and Leisure Activities**

**5:15p Closing Speaker**

**NIKKI STONE**

At the Olympic Winter Games in Nagano, Japan, Nikki Stone became America's first-ever Olympic champion in the sport of aerial skiing. What made this performance so unbelievable was the fact that less than two years earlier a chronic spinal injury prevented her from standing, much less walking or skiing off a twelve-foot tall snow jump that launches aerialists fifty feet into the air. Join us to hear her inspirational story.

**6:30p Closing Reception and Dinner**

Lots of fun and some more great networking! This special event is included in your registration fee.

### OPENING NIGHT RECEPTION

Our opening reception on Monday (January 13) will be an excellent opportunity to meet and greet your industry friends. We'll have plenty of food and libation for all registrants! Pick up your registration materials and "talk business," or plan your extra-curricular activities with new and veteran workshop attendees. Whether you've spent the day in transit or on the slopes, you'll find this to be a fun and relaxing atmosphere.

### YOGA FOR EVERYONE

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

### DISCOUNTED LIFT TICKETS

We have arranged for a group discount for both lift tickets and equipment rentals. More information will be sent to workshop registrants as we get closer to the event.

### INFORMAL ATMOSPHERE

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

### CLOSING NIGHT RECEPTION & DINNER

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

# SKI 2020 REGISTRATION INFORMATION

To register, complete this page and mail or fax to SSA with payment. Please PRINT LEGIBLY or type!

Company: \_\_\_\_\_

SSA Member? \_\_\_\_\_ Yes \_\_\_\_\_ No SSA ID# (if known) \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

Number of facilities own/operate: \_\_\_\_\_ Net rentable square feet: \_\_\_\_\_

## FIRST REGISTRANT from Company:

Name: \_\_\_\_\_

Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ \$ \_\_\_\_\_

## SECOND REGISTRANT from Company:

Name: \_\_\_\_\_

Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ \$ \_\_\_\_\_

## THIRD REGISTRANT from Company:

Name: \_\_\_\_\_

Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ \$ \_\_\_\_\_

For more "Additional Reps," please copy this form.

## GUESTS/SPOUSES (those who are not First or Additional Reps):

Name: \_\_\_\_\_

Badge Name: \_\_\_\_\_

Adult \$ \_\_\_\_\_ Child \$ \_\_\_\_\_

For additional "Guest Registrants," please copy this form.

TOTAL FEES ENCLOSED \$ \_\_\_\_\_

**PAYMENT:** Registration will not be processed without payment. Send a check payable to SSA in US funds, or provide credit card information as follows:

☐ Visa ☐ MasterCard ☐ AmEx

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Cardholder (print): \_\_\_\_\_

Signature: \_\_\_\_\_

## RETURN REGISTRATION FORM TO:

SSA Meetings Department  
1901 N. Beauregard Street, #106  
Alexandria, VA 22311

[jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org)

Or fax with credit card info to: 703-575-8901

If you are unable to attend, you may send someone else in your place at no additional charge. Please notify SSA Headquarters as far in advance of the workshop as possible. Notification must be sent in writing. Cancellations emailed, faxed or postmarked by January 3, 2020, will be subject to a \$50 per person cancellation fee, with the remainder refunded. No refunds will be granted for cancellations received after January 3, 2020.

Questions? Call Jennifer in the SSA Meetings Department at 513-843-6943, or [jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org).

## FEES [MEMBERS ONLY EVENT]

### ENTIRE WORKSHOP

Fees include workshop materials, breakfast buffets, refreshments, receptions, yoga, the Dual Slalom Ski Challenge, and the Closing Banquet.

	By 12/20	After 12/20
SSA Members .....	\$675	\$775
Additional Representative/Member .....	\$575	\$675
SSA Vendor Members* .....	\$1300	\$1500

\* All Vendors must be SSA members to register; non-member vendor registrations are not accepted. Only owners/operators may register in the non-member category.

### GUESTS/SPOUSES [NO SESSIONS]

Fees include receptions, yoga, the Ski Challenge and the Closing Banquet. Does not include workshop sessions.

	By 12/20	After 12/20
Adult .....	\$350	\$375
Children (under 18) .....	\$100	\$125





## THANK YOU TO OUR 2020 SKI WORKSHOP SPONSORS



**Self Storage Manager™**  
Enterprise Management Software

Roll Door Paint Systems

**All From 1 Supply**  
Locks, Latches & Parts



# GETTING THERE

## THE CHATEAUX & STEIN ERIKSEN LODGE DEER VALLEY, UTAH

Sitting on just over 10 acres, the Lodge is just minutes from Historic Main Street in Park City and approximately 45 minutes from Salt Lake City International Airport.

Transportation and shuttle services between the airport and Park City are available year-round, along with Uber, Lyft, and Taxi services. Our Concierge team can help arrange for airport transportation services through our **preferred vendor Canyon Transportation ([canyontransport.com/](http://canyontransport.com/) 801.255.1841)**. Our attendees will receive a 10% discount off of the published rates. If *booking online*, use discount code **SSA2020**. If *booking by phone*, use discount code **62623**.

