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STORAGE
ASSOCIATION

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SSA 2025 FALL CONFERENCE & TRADE SHOW



50 YEARS

ONSITE PROGRAM



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

WELCOME TO LAS VEGAS



50 Years of Achievement



There have been a lot of tracks to our year-long Golden Anniversary celebration. The nostalgia that goes along with five decades of “togetherness” and “the collective good” deservingly has focused on the memorable events and the individuals involved.

Education, socialization and fun aside, as you read this, perhaps consider just the business that has been achieved under the umbrella of the Self Storage Association since 1975. Think about the acquisitions completed, companies merged, brands changed, the supplies and services put into reality, and jobs landed.

The story of the Self Storage Association unfolded much in the same way that the industry itself did, with lots of questions. If you talked to the most successful visionaries from the era, even they will admit they did not initially recognize the true potential of this real estate sector. There were more questions than answers, which is what founder Buzz Victor has always pointed to as his incentive to establish the Self-Service Storage Association, as it was known at first.

The Colorado-based small businessman discovered that others joining the industry had the same questions, beginning with: Who else is actually in this industry? Apologies for dating everyone who can remember, but the challenges to simply network, at all, were unique before email, texting, social media, high-speed internet or even faxing.

What is faxing, many of you are asking? It is the electronic transmission of documents, typically over telephone lines, from one location to another. This definition comes to us courtesy of ChatGPT, which probably few who already knew what faxing was, would understand today.

We always like to say that it takes “people associating” to have an association, which is the essence of what the SSA has meant over the past 50 years. This is where professionals have gathered to learn from each other, to achieve their business goals. Certainly, those goals have all been different for everyone involved, but that’s okay, because an organization that represents the entire industry should, and has, had a broad scope.

All of us can be guilty of seeing things largely through the narrow frames of our own agendas, but looked at from 30,000 feet, the scale of what’s been achieved through the SSA has been remarkably enormous.

TIM DIETZ • SSA President & CEO

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EXHIBIT HOURS

Wednesday, September 3
11:30 AM – 4:00 PM

Thursday, September 4
11:30 AM – 3:00 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.

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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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50
YEARS

SPECIALTY SPONSORS

50 ON THE 50 CELEBRATION QUARTERBACK

Storable

MANAGERS MASTER CLASS

The SBOA (Storage Business
Owners Alliance)
US LED, Ltd.

SSA CAFE

A&E Construction Co.
Chateau Products
HRIC MD, Inc.
Prorize LLC
Public Storage

FAMILY BUSINESS MASTER CLASS

Five Star Storage

50 ON THE 50 CELEBRATION RECEIVER

Extra Space Storage
Marcus & Millichap
Storage Commander

WOMEN'S COUNCIL

Nodafi
Paramount Metal Systems, LLC
Storable
Supply Side USA
The SBOA (Storage Business
Owners Alliance)

FLOOR CLING

RIPCO Self-Storage
Roll-Up Door, Inc.
Steel and Metal Systems, Inc.

50 ON THE 50 CELEBRATION KICKER

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

LOC MEETING

Adverank
Veritec Solutions Incorporated

LOC RECEPTION

Self Storage Manager, Inc.

SSA 101

Absolute Storage
Management
Kiwi II Construction

YLG

Kiwi II Construction
Nodafi
Storagely
The Storage Group

LANYARDS

DaVinci Solutions
Grandstone Investment Sales
SAAarchitects
StorQuest

PENS

Supply Side USA

NOTEPADS

JustStorage

ESCALATOR LANDING CLING

Cubby
Reliable Commercial
Construction
Trac-Rite Door
Uniti

CROSS AISLE SIGNS W/ FLOOR STICKERS

Roll-Up Door, Inc.
Steel and Metal Systems, Inc.

BADGE IDENTIFICATION

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

Plain/Clear Badges Full and Additional Registrants
Purple Bar One-Day Only Registrants (Wednesday)
Black Bar One-Day Only Registrants (Thursday)
Black Bar LOC Only
Red Bar Exhibitors
Blue Bar Wednesday Trade Show Only Registrants
Yellow Bar Thursday Trade Show Only Registrants
Green Bar Managers or Family Business Master Class,
Foundation Fundraiser Only

DON'T LOSE YOUR BADGE!

A \$50 badge replacement fee will be charged for any lost badges.

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 and Trade Show!

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.

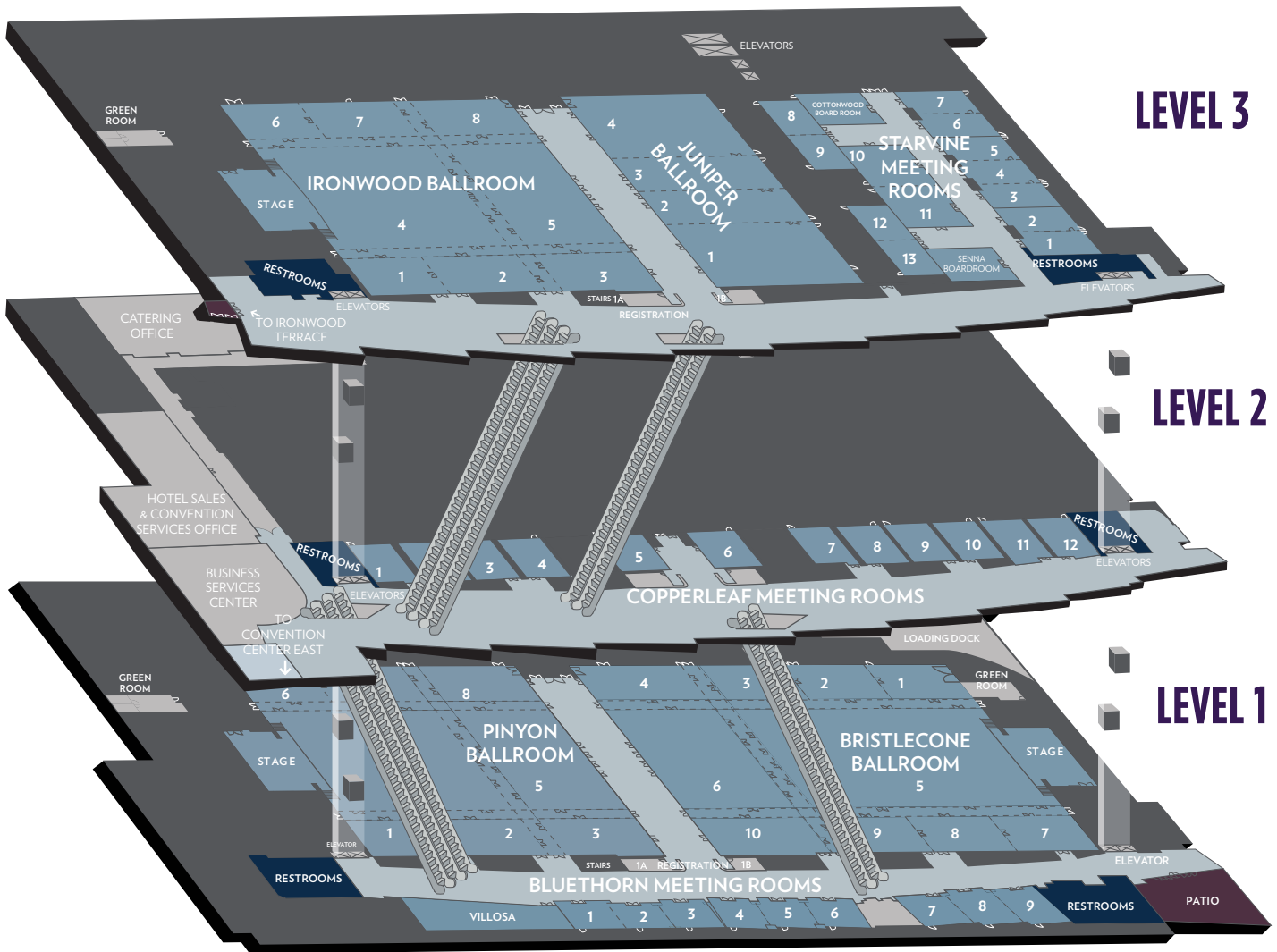
ARIA RESORT & CASINO MAP



Aria
RESORT & CASINO
LAS VEGAS

-  PUBLIC THOROUGHFARE
-  SLOTS, ELECTRONIC GAMES
(MUST BE 21 YEARS OF AGE TO ENTER THESE AREAS)
-  TABLE GAMES
(MUST BE 21 YEARS OF AGE TO ENTER THESE AREAS)
-  CASINO AND SPORTS BOOK
(MUST BE 21 YEARS OF AGE TO ENTER THESE AREAS)
-  GAME ROOM
-  SHOPS AND BOUTIQUES
-  RESTAURANTS
-  BARS AND LOUNGES
-  ELEVATORS
-  STAIRS AND ESCALATORS
-  WASHROOMS
-  MEN'S SHOESHINE
-  AUTOMATED TELLER MACHINE
-  INTERNET KIOSKS
-  TELEPHONE

ARIA CONFERENCE MAP



LEVEL 3

MASTER CLASSES
SSAF FUNDRAISER
SSA CAFÉ
YLG
SSA 101

EDUCATIONAL &
GENERAL SESSIONS
LOC
ROUNDTABLES
WOMEN'S COUNCIL

LEVEL 2

REGISTRATION

LEVEL 1

TRADE SHOW



DAILY PROGRAM AT-A-GLANCE

TUESDAY SEPTEMBER 2 7:00A–5:00P 2nd Floor Hallway ATTENDEE & EXHIBITOR REGISTRATION 7:00A–5:00P Ironwood Foyer MEMBERSHIP • PRODUCTS & SERVICES BOOTH STATE AFFILIATES • SSA FOUNDATION 7:00A–5:00P Juniper 1 SSA CAFÉ Badge required. SPONSORED BY: A&E CONSTRUCTION CO. • CHATEAU PRODUCTS • HRIC MD, INC. • PRORIZE LLC • PUBLIC STORAGE 8:00A–5:00P Pinyon & Bristlecone EXHIBITOR MOVE-IN 11:00A–12:00P Starvine 1–2 SSA 101: MAXIMIZE YOUR EXPERIENCE SPONSORED BY: ABSOLUTE STORAGE MANAGEMENT KIWI II CONSTRUCTION 2:00P–5:00P Juniper 2 FAMILY BUSINESS MASTER CLASS Optional event. Separate fee required. THE POSITIVES OF PASSING IT ON JOLENE BROWN SPONSORED BY: FIVE STAR STORAGE 2:00P–5:00P Starvine 10–11 SELF STORAGE MANAGERS MASTER CLASS Optional event. Separate fee required. DAVID COOPER • STORAGE KING SUE HAVILAND • HAVILAND STORAGE SERVICES SARAH BETH JOHNSON-DEFAZIO UNIVERSAL STORAGE GROUP STACIE MAXWELL ON THE MOVE/SECURELEASE CAROL MIXON • SKILCHECK SERVICES JIM MOONEY • FREEDOM STORAGE MANAGEMENT SPONSORED BY: THE SBOA (STORAGE BUSINESS OWNERS ALLIANCE) US LED, LTD. 5:30P–7:00P Juniper 3–4 SSA FOUNDATION FUNDRAISER <i>Featuring Pro Football Legends</i> \$250 Donation required for entry. 7:00P–8:30P Starvine 12–13 CANADIAN SSA RECEPTION	WEDNESDAY SEPTEMBER 3 8:15A–9:00A EDUCATION SESSIONS STATE OF THE SELF STORAGE MARKET Starvine 1–2 FUTURE-PROOFING SELF STORAGE: SMARTER TECH FOR THE NEXT 50 YEARS Starvine 3–4 MODERN RENTAL AGREEMENT CLAUSES YOU MAY BE MISSING Starvine 6–7 KPIs, ROI, AND NOI: THE NUMBERS THAT MATTER FOR SELF STORAGE OPERATORS Starvine 10–11 9:00A–9:15A BREAK 9:15A–10:00A Ironwood GENERAL SESSION THE LATEST 2025 SELF STORAGE DEMAND STUDY WEYEN BURNAM • STORAGEMART CHELSEA GLASS • C+R RESEARCH GEORGE LEON • DESIGNETTO CONSULTING ALYSSA QUILL • STORAGE ASSET MANAGEMENT 10:00A–10:15A BREAK 10:15A–11:30A Ironwood FEATURED SPEAKERS SESSION SELF STORAGE EXECUTIVE ALL STARS TIM DIETZ • SSA, PRESIDENT & CEO CRIS BURNAM • STORAGEMART BILL HOBIN • WILLIAM WARREN/STORQUEST JOE MARGOLIS • EXTRA SPACE CHRIS MARR • CUBESMART JOE RUSSELL • PUBLIC STORAGE JOE SHOEN • U-HAUL 11:30A–4:00P Pinyon & Bristlecone TRADE SHOW 12:00P–3:00P Juniper 3–4 LARGE OPERATORS COUNCIL MEETING For SSA Members who own 10 or more facilities and are dues-paying members of the LOC. RON HAVNER • PUBLIC STORAGE MIKE BURNAM • STORAGEMART DEAN JERNIGAN STORAGEUSA, CUBESMART AND JERNIGAN CAPITAL DAVE ROGERS • LIFESTORAGE KEN WOOLLEY • EXTRA SPACE FEATURED SPEAKER KEVIN O'LEARY SPONSORED BY: ADVERANK • VERITEC SOLUTIONS INCORPORATED 3:00P–4:00P Juniper 3–4 LARGE OPERATORS COUNCIL RECEPTION For SSA Members who own 10 or more facilities and are dues-paying members of the LOC. SPONSORED BY: SELF STORAGE MANAGER, INC. 4:00P–5:30P Juniper 2 YOUNG LEADERS GROUP (YLG) SESSION Requires membership in the YLG. Membership is free for 2025. FEATURED SPEAKER CODEY GANDY • ECHELON FRONT SPONSORED BY: KIWI II CONSTRUCTION • NODAFI STORAGELY • THE STORAGE GROUP 5:45P–9:30P SHUTTLES TO/FROM ARIA AND ALLEGiant STADIUM Departing from the TOUR BUS LOBBY beginning at 5:45 pm, with the last shuttle departing at 7 pm. Return shuttles to Aria Casino & Resort will begin at 8 pm, the last shuttle departs Allegiant Stadium at 9:30 pm.	WEDNESDAY SEPTEMBER 3 6:00P–9:00P Allegiant Stadium SSA'S "50 ON THE 50 CELEBRATION" Must be 21 (with valid ID) to attend "50 on the 50 Celebration". Conference badge required. Clear bag policy enforced. No exceptions. SPONSORED BY: QUARTERBACK: STORABLE RECEIVERS: EXTRA SPACE STORAGE MARCUS & MILLICHAP • STORAGE COMMANDER KICKERS: AI LEAN • KIWI II CONSTRUCTION OPENTECH ALLIANCE • PARAMOUNT METAL SYSTEMS, LLC ROLL-UP DOOR, INC. • SELF STORAGE MANAGER SOLID STEEL STRUCTURES INC. STEEL AND METAL SYSTEMS, INC. STORAGE ASSET MANAGEMENT <i>Join us to celebrate</i> 50 YEARS THURSDAY SEPTEMBER 4 8:00A–3:30P 2nd Floor Hallway ATTENDEE & EXHIBITOR REGISTRATION 8:00A–5:00P Ironwood Foyer MEMBERSHIP • PRODUCTS & SERVICES BOOTH STATE AFFILIATES • SSA FOUNDATION 8:30A–5:00P Juniper 1 SSA CAFÉ RECOVER AND REGENERATE BREAKFAST Badge required. 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SSA 2025 FALL

CONFERENCE
& TRADE SHOW

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

"50 ON THE 50 CELEBRATION"
INCLUDED IN YOUR REGISTRATION FEE
Not included for Foundation Fundraiser-only registrants.

MC AND COMEDIAN MARK ELLIS
OPEN BAR AND FOOD STATIONS • CASHLESS VENUE
GIVEAWAYS • DJ • DRUMBOTS
PUNT PASS KICK GAMES • LOCKER ROOM TOURS
PHOTO BOOTHS • TAILGATE GAME ZONE
**SPECIAL CONCERT EVENT WITH MULTI-PLATINUM
MUSICIAN DARIUS RUCKER (8–9PM)**



**WEDNESDAY
SEPTEMBER 3
6–9 PM
ALLEGIANT STADIUM**

"50 ON THE 50 CELEBRATION" SPONSORED BY

QUARTERBACK: Storable

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

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



FREE SHUTTLE BUSES TO AND FROM ARIA AND ALLEGIANT

Departing from the TOUR BUS LOBBY beginning at 5:45 pm, with the last shuttle departing at 7 pm.

Return shuttles to Aria Casino & Resort will begin at 8 pm, the last shuttle departs Allegiant Stadium at 9:30 pm.

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Must be 21 (with valid ID) to attend
"50 on the 50 Celebration". No exceptions.*

MASTER CLASSES

FAMILY BUSINESS *Master Class*

Tuesday, September 2
2:00p–5:00p • Juniper 2

SEPARATE FEE REQUIRED



THE POSITIVES OF PASSING IT ON

PRESENTED BY: **JOLENE BROWN**

This upbeat, interactive workshop taps into lessons from successful legacy business leaders and managers. Attendees will learn how to honor their family while building and transitioning their business to the next generation.

GENEROUSLY SPONSORED BY:



SELF STORAGE MANAGERS *Master Class*

Tuesday, September 2
2:00p–5:00p • Starvine 10–11

SEPARATE FEE REQUIRED

Step into the next level of your self storage career with a three-hour training program led by six seasoned veterans. This immersive course is designed for both aspiring and current facility managers who want to sharpen their skills, increase operational efficiency, and drive profitability in a competitive market.

- ❖ **Operations & Facility Management:** site walk-throughs, curb appeal; security systems and protocols; access control and overlock procedures; preventive maintenance; and vendor management.
- ❖ **Customer Service & Sales Skills:** handling inquiries and facility tours; closing the rental (in-person and online); managing objections and upsells; building tenant relationships; and handling complaints professionally.
- ❖ **Revenue Management:** dynamic vs. fixed strategies; customer communication; discounts, promotions and concessions; analyzing occupancy vs. income; and competitor monitoring.
- ❖ **Collections & Delinquency Control:** payment policies and automation; late fee structures; communicating with past-due tenants; lien law compliance; and auction process basics.
- ❖ **Marketing & Online Presence:** local marketing tactics, managing online listings & reviews; digital advertising basics (Google, social platforms); website and online rentals; and community engagement & referrals.
- ❖ **Risk Management & Tenant Protection:** insurance requirements and offers; selling tenant protection plans; liability avoidance (site safety, lease clauses); emergency preparedness; and incident reporting and documentation.



DAVID COOPER
STORAGE KING



SUE HAVILAND
HAVILAND STORAGE
SERVICES



**SARAH BETH
JOHNSON-DEFAZIO**
UNIVERSAL STORAGE GROUP



STACIE MAXWELL
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CAROL MIXON
SKILCHECK SERVICES



JIM MOONEY
FREEDOM STORAGE
MANAGEMENT

GENEROUSLY SPONSORED BY:





SSA FOUNDATION FUNDRAISER

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

DON'T MISS OUT ON THIS SPECIAL EVENT!

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

\$250 ENTRANCE FEE

MEET PRO FOOTBALL LEGENDS

BILLY SIMS • Lions

ED "TOO TALL" JONES • Cowboys

RICH GANNON • Vikings, Chiefs, Raiders

RANDALL CUNNINGHAM • Eagles, Vikings

JAY SCHROEDER • Redskins, Raiders

EVENT HIGHLIGHTS

Meet & Greet with the Players and Autograph Signings
Social Media Photo Station • Sports Agility Challenge
Quarterback Pass Game • Speed & Agility Ladder
Fowling Game • Open Bar and Appetizer Stations



TUESDAY, SEPTEMBER 2

7:00A–6:00P	ATTENDEE & EXHIBITOR REGISTRATION	<i>2nd Floor Hallway</i>
7:00A–5:00P	MEMBERSHIP • STATE AFFILIATES • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION	<i>Ironwood Foyer</i>
7:00A–5:00P	SSA CAFÉ Food and beverage service for registered attendees. Badge required. GENEROUSLY SPONSORED BY: A&E CONSTRUCTION CO. • CHATEAU PRODUCTS • HRIC MD, INC. • PRORIZE LLC • PUBLIC STORAGE	<i>Juniper 1</i>
8:00A–5:00P	EXHIBITOR MOVE-IN	<i>Pinyon & Bristlecone</i>
11:00A–12:00P	SSA 101: MAXIMIZE YOUR EXPERIENCE PRESENTED BY: SSA STAFF This session will help make your first SSA meeting experience not only more enjoyable but more productive as well. You'll learn to maneuver through all the conference program activities in a timely, efficient manner, so you can plan your personal agenda for maximum effectiveness. Then, you'll find out how to put your SSA membership to work for you! Learn about programs created specifically for managers and owner/operators, new publications, navigating the SSA website, and much more. GENEROUSLY SPONSORED BY: ABSOLUTE STORAGE MANAGEMENT • KIWI II CONSTRUCTION	<i>Starvine 1–2</i>
2:00P–5:00P	FAMILY BUSINESS MASTER CLASS (SEPARATE FEE REQUIRED) THE POSITIVES OF PASSING IT ON PRESENTED BY: JOLENE BROWN This upbeat, interactive workshop taps into lessons from successful legacy business leaders and managers. Attendees will learn how to honor their family while building and transitioning their business to the next generation. GENEROUSLY SPONSORED BY: FIVE STAR STORAGE	<i>Juniper 2</i>
2:00P–5:00P	SELF STORAGE MANAGERS MASTER CLASS (SEPARATE FEE REQUIRED) PRESENTED BY: DAVID COOPER • STORAGE KING SUE HAVILAND • HAVILAND STORAGE SERVICES SARAH BETH JOHNSON-DEFAZIO • UNIVERSAL STORAGE GROUP STACIE MAXWELL • ON THE MOVE/SECURELEASE CAROL MIXON • SKILCHECK SERVICES JIM MOONEY • FREEDOM STORAGE MANAGEMENT Step into the next level of your self storage career with a three-hour training program led by six seasoned veterans. This immersive course is designed for both aspiring and current facility managers who want to sharpen their skills, increase operational efficiency, and drive profitability in a competitive market. ❖ Operations & Facility Management: site walk-throughs, curb appeal; security systems and protocols; access control and overlook procedures; preventive maintenance; and vendor management. ❖ Customer Service & Sales Skills: handling inquiries and facility tours; closing the rental (in-person and online); managing objections and upsells; building tenant relationships; and handling complaints professionally. ❖ Revenue Management: dynamic vs. fixed strategies; customer communication; discounts, promotions and concessions; analyzing occupancy vs. income; and competitor monitoring. ❖ Collections & Delinquency Control: payment policies and automation; late fee structures; communicating with past-due tenants; lien law compliance; and auction process basics. ❖ Marketing & Online Presence: local marketing tactics, managing online listings & reviews; digital advertising basics (Google, social platforms); website and online rentals; and community engagement & referrals. ❖ Risk Management & Tenant Protection: insurance requirements and offers; selling tenant protection plans; liability avoidance (site safety, lease clauses); emergency preparedness; and incident reporting and documentation. GENEROUSLY SPONSORED BY: THE SBOA (STORAGE BUSINESS OWNERS ALLIANCE) • US LED, LTD.	<i>Starvine 10–11</i>



CONFERENCE SCHEDULE

SUBJECT TO
MODIFICATIONS

TUESDAY, SEPTEMBER 2 (CONTINUED)

5:30P–7:00P

SSA FOUNDATION FUNDRAISER FEATURING PRO FOOTBALL LEGENDS

Juniper 3–4

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

\$250 Donation required for entry.

7:00P–8:30P

CANADIAN SSA RECEPTION

Starvine 12–13

WEDNESDAY, SEPTEMBER 3

7:00A–5:00P

SSA CAFÉ

Juniper 1

Food and beverage service for registered attendees. Badge required.

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

7:00A–5:00P

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

Ironwood Foyer

7:00A–7:00P

ATTENDEE & EXHIBITOR REGISTRATION

2nd Floor Hallway

8:00A–10:00A

EXHIBITOR MOVE-IN

Pinyon & Bristlecone

8:15A–9:00A

EDUCATION SESSIONS

STATE OF THE SELF STORAGE MARKET

Starvine 1–2

SPEAKERS: STEVEN WEINSTOCK & JOHN CHANG • MARCUS & MILLICHAP

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

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

Starvine 3–4

SPEAKERS: KRISTI ADAMS & ROBERT CHITI • OPENTECH ALLIANCE

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

MODERN RENTAL AGREEMENT CLAUSES YOU MAY BE MISSING

Starvine 6–7

SPEAKER: JEFFREY GREENBERGER • GREENBERGER & BREWER LLP

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



WEDNESDAY, SEPTEMBER 3 (CONTINUED)

8:15A–9:00A

EDUCATION SESSIONS (CONTINUED)**KPIS, ROI, AND NOI: THE NUMBERS THAT MATTER FOR SELF STORAGE OPERATORS***Starvine 10–11***SPEAKER:** MAGEN SMITH • ATOMIC STORAGE GROUP

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

Key Takeaways:

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

9:00A–9:15A

BREAK

9:15A–10:00A

GENERAL SESSION*Ironwood***THE LATEST 2025 SELF STORAGE DEMAND STUDY****PANELISTS:** WEYEN BURNAM • STORAGEMART | CHELSEA GLASS • C+R RESEARCH

GEORGE LEON • DESIGNETTO CONSULTING | ALYSSA QUILL • STORAGE ASSET MANAGEMENT

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

10:00A–10:15A

BREAK

10:15A–11:30A

FEATURED SPEAKERS SESSION*Ironwood***SELF STORAGE EXECUTIVE ALL STARS****PANELISTS:** TIM DIETZ • SSA, PRESIDENT & CEO MODERATOR

CRIS BURNAM • STORAGEMART | BILL HOBIN • WILLIAM WARREN/STORQUEST

JOE MARGOLIS • EXTRA SPACE | CHRIS MARR • CUBESMART

JOE RUSSELL • PUBLIC STORAGE | JOE SHOEN • U-HAUL

As part of our Golden Anniversary celebration, we will take stock of where self storage finds itself in 2025 with a panel of chief executives from some of the industry's largest portfolios.

11:30A–4:00P

TRADE SHOW*Pinyon & Bristlecone*

12:00P–3:00P

LARGE OPERATORS COUNCIL MEETING*Juniper 3–4**For SSA Members who own 10 or more facilities and are dues-paying members of the LOC.***PANELISTS:** RON HAVNER • PUBLIC STORAGE MODERATOR | MIKE BURNAM • STORAGEMART

DEAN JERNIGAN • STORAGEUSA, CUBESMART AND JERNIGAN CAPITAL

DAVE ROGERS • LIFESTORAGE | KEN WOOLLEY • EXTRA SPACE

FEATURED SPEAKER: KEVIN O'LEARY

The SSA's 50th Anniversary celebration coincides with the return of the professional football season and the Large Operators Council (LOC) is joining in the fun starting with a luncheon (at 12:00pm) followed by a panel of some of industry's greatest of all time (GOATs) starting at 12:45pm. Public Storage Chairman and former CEO Ron Havner will moderate this session which will also include leading public company executives from the industry's "coming of age" years. Havner will be joined by Mike Burnam, CEO of StorageMart; Dean Jernigan, former CEO of StorageUSA, CubeSmart and Jernigan Capital; Dave Rogers, former CEO of LifeStorage; and Ken Woolley, Chairman and former CEO of Extra Space.

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

GENEROUSLY SPONSORED BY: ADVERANK • VERITEC SOLUTIONS INCORPORATED

CONFERENCE SCHEDULE

SUBJECT TO
MODIFICATIONS

WEDNESDAY, SEPTEMBER 3 (CONTINUED)

3:00P–4:00P

LARGE OPERATORS COUNCIL RECEPTION

Juniper 3–4

For SSA Members who own 10 or more facilities and are dues-paying members of the LOC.

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

4:00P–5:30P

YOUNG LEADERS GROUP (YLG) SESSION

Juniper 2

Requires membership in the YLG. Membership is free for 2025.

SPEAKER: CODEY GANDY • ECHELON FRONT

Codey Gandy of Echelon Front will lead a high-impact session for rising leaders. A U.S. Marine Corps veteran and Echelon Front's Director of Experiential Training, Codey translates the principles from Extreme Ownership by Jocko Willink into practical tools you can use immediately — driving accountability, alignment, and better results across your teams.

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

5:45P–9:30P

SHUTTLES TO/FROM ARIA AND ALLEGiant STADIUM

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

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

6:00P–9:00P

SSA'S "50 ON THE 50 CELEBRATION"

Allegiant Stadium

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

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

Conference badge required. Clear bag policy enforced.

No exceptions.

GENEROUSLY SPONSORED BY:

QUARTERBACK: STORABLE

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

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



THURSDAY, SEPTEMBER 4

8:00A–3:30P	ATTENDEE & EXHIBITOR REGISTRATION	<i>2nd Floor Hallway</i>
8:00A–5:00P	MEMBERSHIP • STATE AFFILIATES • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION	<i>Ironwood Foyer</i>
8:30A–5:00P	RECOVER AND REGENERATE BREAKFAST • SSA CAFÉ Food and beverage service for registered attendees. Badge required. GENEROUSLY SPONSORED BY: A&E CONSTRUCTION CO. • CHATEAU PRODUCTS • HRIC MD, INC. • PRORIZE LLC • PUBLIC STORAGE	<i>Juniper 1</i>
8:30A–9:45A	CANADIAN SSA SESSION	<i>Starvine 5</i>
9:00A–10:30A	SSA WOMEN'S COUNCIL PANEL SESSION & BREAKFAST SSA'S WOMEN IN LEADERSHIP FEATURING: ANNE BALLARD FOY COOLEY • ACCESS SELF STORAGE JOANNE GEILER • SOCIAL SELF STORAGE CAROL SHIPLEY • CORNERSTONE STORAGE GROUP DEBBIE SUTHERLAND • SPACE CENTER STORAGE Start your morning off with a bite to eat and hearing from an extraordinary panel of female trailblazers — past SSA Chairs and Hall of Fame recipients. These industry leaders will share their insights on leadership, overcoming challenges, and the lessons they've learned on their journey to the top. GENEROUSLY SPONSORED BY: NODAFI • PARAMOUNT METAL SYSTEMS, LLC • STORABLE • SUPPLY SIDE USA THE SBOA (STORAGE BUSINESS OWNERS ALLIANCE)	<i>Starvine 10–11</i>
10:30A–11:30A	ROUNDTABLE DISCUSSIONS Just about every self storage topic you can think of will be addressed in small discussion groups led by knowledgeable facilitators. Tablehopping several times during the session offers you a chance to get as much information as possible on a variety of topics. We will have about 30 topics, so select the tables where the discussion will benefit you most! We will ring the bell at regular intervals to allow you to participate in different table discussions.	<i>Juniper 1</i>
11:30A–3:00P	TRADE SHOW	<i>Pinyon & Bristlecone</i>
3:00P–10:00P	EXHIBITOR MOVE-OUT	<i>Pinyon & Bristlecone</i>
3:15P–4:15P	SSA FOUNDATION HALL OF FAME INDUCTIONS This prestigious honor goes to individuals who have made outstanding contributions not only to SSA but also to the storage industry as a whole. This year we honor Jim Davies, Talonvest Capital (in memoriam) and Phyllis McArthur, Morningstar Properties. FOUNDATION FORUM SPEAKER THRIVING IN THE AGE OF AI PRESENTED BY: RICH KARLGAARD Award-winning entrepreneur-turned-publisher, columnist, author, television commentator, private investor and board director Rich Karlgaard has a unique vantage point on the trends driving the business and economic climates.	<i>Ironwood</i>
4:15P–4:30P	BREAK	
4:30P–5:15P	EDUCATION SESSIONS STATE OF PLAY: MARKET CONDITIONS, OPERATIONAL WINS, AND TECHNOLOGY STRATEGIES PANEL: CHUCK GORDON • STORABLE MODERATOR CHUCK JAMES • SPAREBOX SELF STORAGE PETER SMYTH • WHITE LABEL STORAGE SEAN VENEZIO • CUBIX SELF STORAGE Engage in a candid discussion with leading operators to assess the current state of the self storage market. This session blends a rigorous market overview with firsthand success stories and a critical analysis of technology strategies that are driving measurable outcomes.	<i>Starvine 1–2</i>

CONFERENCE SCHEDULE

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THURSDAY, SEPTEMBER 4 (CONTINUED)

4:30P–5:15P

EDUCATION SESSIONS (CONTINUED)

SECRETS OF THE TOP 10%: WHAT HIGH-PERFORMING MANAGERS DO DIFFERENTLY

Starvine 3–4

SPEAKERS: SARAH BETH JOHNSON-DEFAZIO & LOU BARNHOLDT

UNIVERSAL STORAGE GROUP

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

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

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

Starvine 6–7

SPEAKER: MICHAEL ERCEG • ARCO/MURRAY DESIGN BUILD

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

MASTERING YOUR SALES FUNNEL: STRATEGIES FOR SUCCESS

Starvine 10–11

SPEAKER: GRACE TOTTY • ABSOLUTE STORAGE MANAGEMENT

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

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

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

FRIDAY, SEPTEMBER 5

7:00A–10:00A

SSA CAFÉ

Ironwood

Food and beverage service for registered attendees. Badge required.

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

7:00A–10:00A

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

Ironwood Foyer

8:00A–8:45A

EDUCATION SESSIONS

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

Starvine 1–2

SPEAKER: JEFF HUMPHREY • INLAND DEVON SELF STORAGE

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

FRIDAY, SEPTEMBER 5 (CONTINUED)

8:00A–8:45A

EDUCATION SESSIONS (CONTINUED)**TRAIN TO RETAIN: COACHING, DEVELOPING, AND GROWING TALENT IN SELF STORAGE***Starvine 3–4***SPEAKER:** BELINDA JONES • STORAGE ASSET MANAGEMENT

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

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

REMOTE MANAGEMENT STRATEGIES TO HELP BOOST CUSTOMER SATISFACTION AND YOUR BOTTOM LINE*Starvine 6–7***SPEAKER:** ADAM WAGNER • ANYTIME STORAGE PROPERTY MANAGEMENT

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

SELF STORAGE NATIONAL OUTLOOK*Starvine 10–11***SPEAKER:** TYSON HUEBNER • YARDI MATRIX/YARDI SYSTEMS INC.

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

Topics will include:

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

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

8:45A–9:00A

BREAK

9:00A–9:45A

EDUCATION SESSIONS**MODERNIZING SELF STORAGE OPERATIONS: EMBRACING TECHNOLOGY, AI, AND AUTOMATION***Starvine 1–2*

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

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

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

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

CONFERENCE SCHEDULE

SUBJECT TO
MODIFICATIONS

FRIDAY, SEPTEMBER 5 (CONTINUED)

9:00A–9:45A

EDUCATION SESSIONS (CONTINUED)

REVITALIZE YOUR FACILITY WITH BUDGET-FRIENDLY RENOVATIONS AND REPAIRS

Starvine 3–4

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

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

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

Starvine 6–7

SPEAKER: CINDY ASHBY • DYNAMIC SELF STORAGE SOLUTIONS

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

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

HOW INSURANCE COSTS ARE MAKING OR BREAKING SELF STORAGE DEALS

Starvine 10–11

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

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

9:45A–10:00A

BREAK

10:00A–11:15A

CLOSING LEGAL PANEL SESSION

Ironwood

FIVE DECADES OF SELF STORAGE LEGAL STEWARDSHIP

PANELISTS: CARLOS KASLOW & SCOTT ZUCKER • SSLN ATTORNEYS

JOE DOHERTY & DANIEL BRYANT • SSA IN-HOUSE LAWYERS

JEFF FOSTER • CUBESMART CHIEF LEGAL OFFICER AND SECRETARY

JEFFREY GREENBERGER • PARTNER WITH THE LAW FIRM GREENBERGER & BREWER, LLP

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

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PROHIBITED ITEMS

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



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

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



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

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



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

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



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

NO EXCEPTIONS

TRADE SHOW MAP

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

ENTRANCE

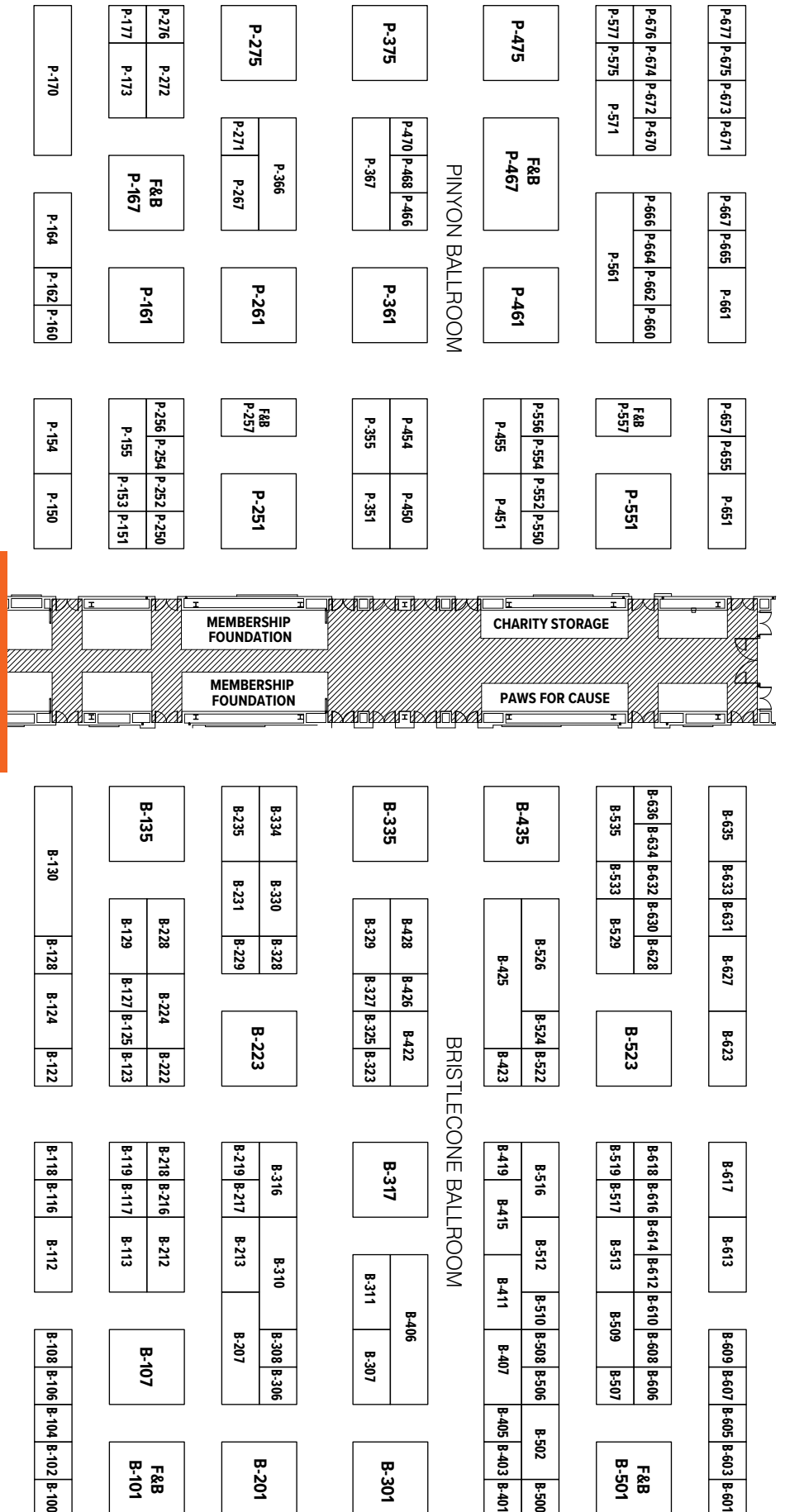


EXHIBIT HOURS

Wednesday, September 3
11:30 AM - 4:00 PM

Thursday, September 4
11:30 AM - 3:00 PM

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.

EXHIBITOR BOOTH LIST

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For nearly 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 below for a list of exhibiting companies and their booth numbers. For more information on each company please refer to the SSA Fall Conference mobile app or our website: selfstorage.org

P MEANS PINYON BALLROOM AND B MEANS BRISTLECONE BALLROOM

6Storage Software Solutions.....	P-252	Compass Building Systems.....	B-218	HW Engineering.....	P-668
A&E Construction Co.....	B-325	Copper Storage Management.....	P-177	Inland Devon Self Storage.....	P-256
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Thursday, September 4 • 10:30 – 11:30A • Juniper 1

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 15-minute intervals to allow you time to ‘table-hop’ and participate in 3 different table discussions during this session.

#1 BUILDING VALUE: DESIGN & CONSTRUCTION INSIGHTS FOR SELF STORAGE DEVELOPERS

Join design-build self storage experts for an in-depth discussion on design and construction strategies that maximize ROI in self storage development. From site selection and cost-efficient building systems to trends in materials and technology, this session offers practical insights to help you build smarter and stay ahead of today's dynamic market. *ARCO/Murray Design Build*

#2 DON'T LET ABANDONED FORMS HAUNT YOUR FUNNEL

Follow-Up Tactics That Fill Units Fast - Just like a self storage unit left half-empty, abandoned rental forms can leave valuable space in your sales pipeline. In this roundtable, we'll walk through the best practices to lock in those leads and fill your funnel with smart, automated, and manual follow-up strategies. Key Takeaways: How does someone end up on your site - Google Display Retargeting Ads • Social Media Retargeting • Abandonment Reasons • Automated Follow-Ups • Engaging Email Campaigns • Timing Your Follow-Ups. Don't miss out on this roundtable—your storage business will thank you! *Self Storage Manager, Inc. and Adverank*

#3 TECHNOLOGY TARGETS CRIME: MONEY IN YOUR POCKET AND HIGHER SECURITY WITH SMART LOCKS

Self storage sites have long been targets of criminals, but smart technology means you can switch up the game so you're no longer a soft target. We'll share the latest evidence on smart lock effectiveness versus traditional padlocks and how that added layer of protection puts money in your pocket with savings on commercial insurance. *Janus International*

#4 DEAL OR NO DEAL? AVOID THE MOST COMMON DEAL PITFALLS WHEN SELLING YOUR FACILITY

Now more than ever, selling your storage facility requires better strategy to make it to the closing table. A seasoned self storage broker shares his experiences to help owners understand the most common closing challenges when selling their facility. We'll cover: How and Why Seller Reporting can make or break the deal • The importance of “operational status quo” prior to closing • The impacts of tenant documentation on closing certainty • Addressing common buyer confidence issues and pricing discrepancies • Review best practices to avoid closing pitfalls. *The Bledsoe Self-Storage Group of Marcus & Millichap*

#5 GOOD, BETTER, BEST: WHAT 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 ROI. This session breaks down the levels of self storage security so you can align your investment with your operational goals and long-term success. *PTI Security Systems*

#6 LATEST TRENDS IN MARKET VALUATIONS: WHAT OWNERS AND INVESTORS NEED TO KNOW

This roundtable will deliver a focused, data-driven discussion on how current macroeconomic conditions are reshaping self storage valuations across the country. In a year defined by rising interest rates, tighter lending standards, and changing investor sentiment, understanding what drives value is more important than ever. Attendees will gain a deeper perspective on how capital market shifts are affecting deal flow, what underwriting assumptions are being recalibrated, and how operators can position their assets for stronger valuations. We'll explore the nuanced differences between regional markets and highlight actionable strategies to maintain pricing power in an increasingly cautious environment. *SkyView Advisors*

#7 GETTING STARTED RIGHT: KEY TECHNOLOGIES EVERY NEW SELF STORAGE OPERATOR NEEDS

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*

#8 CLAIMS LESSONS LEARNED: OPERATIONAL INSIGHTS FROM REAL TENANT DISASTERS

When disaster strikes, the aftermath reveals more than just property damage—it exposes vulnerabilities in processes, communication, and preparedness. In this roundtable, Xercor Insurance Services leads a collaborative discussion around real-world claims scenarios in the self storage industry. We'll walk through anonymized examples of tenant losses caused by fire, flood, theft, and more, highlighting what went right, what went wrong, and what could have been done differently. Attendees are encouraged to share their own experiences and lessons learned. Together, we'll identify operational blind spots, discuss the role of insurance in tenant satisfaction, and explore how proactive planning can mitigate future risks. *Xercor Insurance Services*

#9 CRM INTEGRATION: REIMAGINING SELF STORAGE FROM THE GROUND UP

This roundtable will explore how CRM tools that fully integrate with your facility management software aren't just small tweaks to your business. They represent a complete transformation of your operations, allowing you to connect with tenants, manage leads and streamline operations from a single connected solution. From automated texting and call tracking to AI-powered chat assistants, you will learn how modern tools drive occupancy, improve service and save hours of manual labor every month. We hope you join us! *Yardi*

#10 BUILDING THE RIGHT TEAM FOR YOUR SELF STORAGE BUSINESS

Creating a successful self storage business hinges not only on a robust facility and excellent marketing strategies but also on assembling a dedicated and skilled team. The right team can significantly influence customer satisfaction, operational efficiency, and overall business growth. At this roundtable, we'll explore key considerations and strategies for building an effective team for a self storage operation. *Investa Capital*

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

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

#12 PROTECTING YOUR FACILITY AND TENANTS

In this roundtable session, we'll cover identifying the best time to get a timely quote for insurance, what information do you need when going to an agent and what to look for when searching for the product to protect your tenants. *On The Move Inc.*

#13 NOI - NOT ONLY INCOME!! This discussion will focus on the other numbers and factors in increasing your NOI. With ECRI's cooling off many owners/operators are having to look at other things and ways to increase NOI. We will review a list of expense items that you can look at to help achieve this. Self audits, scheduled maintenance, energy audits, budgets, marketing, etc. We will also discuss expense ratio and how it relates to overall income and what is a good range to be in. *Sauls Commercial Real Estate*

#14 YOUR 5-STAR FACILITY: HOW TO GET MORE REVIEWS

These days, nobody buys anything without reading a review first. Storage is no exception. One of the very best ways to stand out in a crowded market is to get as many positive reviews as possible—but sometimes, that can feel like an uphill battle. In this roundtable, we'll talk about our favorite, well-tested strategies for getting more reviews and how to use those reviews to get more business. We'll cover: How to get more reviews • How to respond to negative reviews • What to do with positive reviews. *StoragePug*

#15 BUILDING AND SCALING AN INSTITUTIONAL GRADE RV AND BOAT STORAGE PORTFOLIO

In this roundtable, we'll discuss key data points and information on developing and building Class A boat and RV storage. We'll cover best practices for scaling a Class A boat and RV storage and scaling your brand in this fast-growing asset class. *Toy Storage Nation & Cushman & Wakefield*

#16 WHEN DISASTER STRIKES: HOW TO NAVIGATE YOUR SELF STORAGE FACILITY THROUGH FIRES, FLOODS, AND STORMS

When the unexpected happens, are you prepared? This roundtable explores the critical steps self storage facility owners and managers must take before, during, and after a catastrophic event. From developing emergency plans to effectively managing the aftermath of fire, flood, and severe weather, we will share insights on minimizing damage, supporting tenants, and efficiently restoring operations to safeguard your investment. *National Storage Management Company*

#17 FILL UNITS FASTER: SOCIAL, SMS & EMAIL STRATEGIES THAT DRIVE REVENUE

Every message is an opportunity. This roundtable explores how to use social media, SMS, and email to spark conversations that lead to leases, renewals, and referrals. We'll share actionable ways to meet tenants where they are — online, on their phones, and in their inbox — and keep them engaged through timely, personalized communication. From quick wins you can launch right away to long-term strategies that keep your facility top-of-mind, you'll leave with proven ideas to fill units faster and strengthen tenant relationships. *StorSuite*

#18 AI READINESS GUIDE FOR SELF STORAGE OPERATORS: UNLOCK THE POWER OF AI TO STREAMLINE YOUR BUSINESS

AI is no longer a futuristic concept; it's a practical tool that self storage operators can use today to increase efficiency, improve customer service, and boost revenue. This session will help you assess your AI readiness, explore the most impactful use cases, and create an actionable roadmap to integrate AI into your operations. Learn how to implement AI solutions strategically—without overwhelming your team or disrupting your business. *swirl*

#19 THE SELF STORAGE ARMS RACE: ARE REITS OUT-INNOVATING INDEPENDENTS INTO OBLIVION?

A candid assessment of the technology and capital advantages leveraged by large REITs in the self storage space. Beyond economies of scale: How are REITs using integrated platforms, data analytics, and sophisticated marketing to capture & retain market share? Can independent operators truly compete, or is consolidation inevitable? Debating the pathways to survival and success for the independent owner. The Tech Mirage: Are “Accessible Platforms” a true equalizer for independents, or a costly distraction from deeper competitive disadvantages? “David vs. Goliath.” Real-world examples of independent operators successfully innovating and thriving against larger competitors. *Tenant Inc.*

#20 WHICH MSAS ARE HEATING UP-AND WHICH ARE COOLING DOWN? A DATA-DRIVEN LOOK AT STREET RATE TRENDS

Explore which U.S. MSAs saw the largest street rate increases over the past 12 months-and which ones lagged behind • Discuss the key drivers behind market-level performance, including housing activity, new development, and consumer demand • Unpack how REITs and private operators are responding to rate softness and price compression • Share methods for evaluating demand resilience and forecasting future growth using public and proprietary data • Equip attendees with actionable strategies to use rate trends in site selection, underwriting, and revenue management. *TractIQ*

#21 5 SIGNS YOUR TENANT IS ABOUT TO FLEE What's happening before the move-out notice lands on your desk? Learn to spot the warning signs early. Benefits of attending: Identify behavioral red flags that precede tenant churn • Learn how communication timing impacts retention • Discover cost-effective tactics to increase tenant loyalty • Understand the role of reviews and digital reputation in move-out decisions • Compare peer strategies to stay ahead of customer attrition. *Storage Commander*

#22 LOCAL LEADS, BIG IMPACT: HYPER-TARGETING WITH GOOGLE ADS

Self storage is hyper-local, and your ads should be too. In this roundtable, we'll focus on how geo-targeting, location extensions, and radius bidding can drive walk-in and drive-by traffic. Discover how to zero in on customers searching in your exact area. When your ads match a nearby need, conversion rates increase. We'll cover: Geo-targeting down to zip codes or map radius • Using location and call extensions effectively • Mobile-first ads for on-the-go customers • Monitoring local search traffic • Competing with nearby facilities through better targeting.

The Storage Group

#23 DEVELOPING A BOAT & RV FACILITY 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. In this roundtable session, 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. *Baja Construction Co., Inc.*

#24 DOUBLE TAKE: TOP TWO REVENUE STREAMS OF RELOCATABLE UNITS

Relocatable units are all-in-one storage kits, each containing a base, four hinging walls and a roof. They are easily moved via forklift, even when fully loaded. Join us at our roundtable, where we will discuss the leading applications of relocatable units. On-Site: Eliminate dead zones, maximize rentable space • Generate revenue using the land you already have • Place relocatables virtually anywhere, no foundation required • Flip fence lines, parking lots, easements/setbacks and more. Off-Site: Add portable units to expand your service area • Deliver relocatable units directly to your customer's location • Compatible with a wide range of delivery systems • Fully custom branding acts as a "moving billboard" for your business. *Boxwell*

#25 GETTING BACK TO BASICS: INCREASING LEADS AND CONVERSIONS IN THIS ECONOMIC CLIMATE

With the storage market and the overall economy changing we must adapt to the new reality and focus on basic, time tested strategies for lead development, sales, customer service and operations. We're bringing it back to the basics to help your storage business thrive in the current economic climate. We'll share practical tips for basic physical and digital curb appeal enhancements, innovative marketing approaches, and time-tested strategies for building strong customer relationships. *Everbrite, Inc.*

#26 RISE ABOVE THE REST: HOW TO BUILD AN EFFICIENT, MULTI-STORY FACILITY

In this roundtable, we'll cover: Market rationale for building multi-story facilities • Site & feasibility Considerations • Design constraints • Design & construction • Development approaches, budget creation and cost management • Trends & innovation. *MakoRabco*

#27 PREPARING A BANKABLE DEAL PACKAGE

In this session, we'll discuss: What is projections/based lending? • What should be in a pro forma? • Feasibility studies, market data, and cost estimates - when, where and how to procure them • Pitfalls to avoid when presenting to a lender. *Live Oak Bank*

#28 MANAGING DELINQUENT TENANTS

Managing delinquent tenants is vital for revenue management. Owners need to consider both short & long-term interruptions in cash flow and their impact on payroll, capital improvements, and more. Financial hardship, economic conditions, and unforeseen expenses are all reasons why a tenant may no longer be able to pay their rent. Owners need a calculated approach to managing their delinquent tenants, and it begins with the rental agreement. In this roundtable session, we'll discuss actions for when delinquency occurs, technology that reduces delinquencies and other ways to successfully manage delinquencies the right way. *StoragePRO Management, Inc.*

#29 HOW TO EXPAND YOUR SELF STORAGE FACILITY WITH PORTABLE STORAGE CONTAINERS

Discover how self storage facility owners can cost-effectively increase capacity, generate new revenue streams, and serve a wider range of customers by incorporating portable storage containers into their operations. This session will explore site planning considerations, container placement strategies, zoning and permitting tips, and how to market portable storage as an added service. Whether you're out of traditional unit space or looking to offer mobile storage solutions, learn how this flexible expansion method can give your facility a competitive edge. *Stellar Storage Containers*

#30 HOW CAN AI AND 24/7 MONITORING ENHANCE TENANT RETENTION?

Tenant retention is essential for success in the self storage industry, yet many operators struggle to effectively address customer churn. This session will reveal how combining AI-driven analytics with 24/7 monitoring technologies can transform retention strategies. Attendees will learn how AI can predict tenant behaviors, preferences, and potential risks, while continuous monitoring ensures prompt responses to operational issues, from security breaches to maintenance needs. *Vantiva Smart Spaces*

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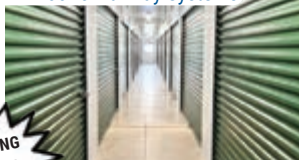
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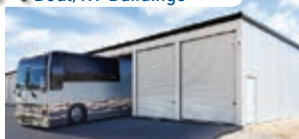


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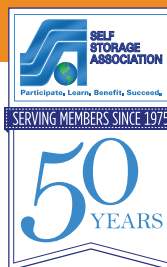
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