



SSA's 33rd ANNUAL EXECUTIVE SKI WORKSHOP

JANUARY 14-17, 2019

THE WESTIN SNOWMASS RESORT
SNOWMASS VILLAGE, CO



More information at selfstorage.org



Our 2019 Ski Workshop Sponsors



REGISTER BY DECEMBER 21 FOR THE BEST RATES

For first-class industry education, SSA provides the best opportunities. And when it is time for great skiing or boarding, Snowmass 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!



SNOWMASS VILLAGE, COLORADO

Nestled in the Rocky Mountains, just 9 miles from Aspen, Snowmass puts nature at your doorstep with impeccable skiing and snowboarding. Tucked into the mountain among breathtaking peaks, you'll find a vibrant town brimming with restaurants ranging from relaxed to refined, and shops to outfit every adventure. The new Snowmass Base Village, open in late 2018, adds to the fun with a 5-story climbing wall, skating rink and more.

Snowmass is the second-largest ski area in Colorado, consistently ranked among the best in North America. Known for its wide-open groomers and top-notch ski school, Snowmass also offers over 1,000 acres of double-black diamond terrain, plus three terrain parks with 80+ features from beginner boxes to a 22-foot

Superpipe. With an average of two skiers per acre, your time in Snowmass is spent making turns instead of waiting for yours. Plus, your lift ticket grants access to all four Aspen Snowmass mountains - Snowmass, Aspen, Highlands and Buttermilk.

Your options on a winter day in Snowmass extend far beyond corduroy and powder. Take your group snow tubing, ice skating, or for a ride on the new alpine coaster. Get out into nature on a dogsled, snowshoes or cross-country skis. Or unwind with a spa treatment, pop into neighboring Aspen for the day, or simply curl up by a fire and watch the snow fall.



THE WESTIN SNOWMASS RESORT

Enjoy ski-in, ski-out access and the village's charms from the comfort of The Westin Snowmass Resort. Thoughtful amenities, mountainside accommodations and a picturesque location in the heart of Snowmass Village combine for brilliant results at The Westin Snowmass Resort. Ideally positioned for adventure-seekers, our hotel places guests moments from Snowmass Village's wealth of activities, there are no

shortage of ways to experience this charming Alpine destination. The Westin is currently sold out. Additional lodging options can be found at selfstorage.org.

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. Snowmass 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)*

MONDAY, JANUARY 14

- 5 pm** **Welcome Reception**
Plenty of networking, food, and beverages. Pick up your registration packet and mingle with colleagues.

TUESDAY, JANUARY 15

- 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** **Introductions and SSA News**
- 8:45a** **Keynote Address**
Ken Woolley, *Extra Space Storage*
- 9:30a** **Panel Session: Secrets to Successful Revenue Management**
A panel of operators will answer questions about the best rate management strategies, what's worked, what hasn't and what you can do to make sure you are staying on top of your game.
- 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.

WEDNESDAY, JANUARY 16

- 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** **Self Storage Economic Outlook**
Christopher Lee, PhD, *CEL Associates*
- 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.

1:30p

The Dual Slalom Race

All registered guests and workshop attendees are welcome! Boarders and skiers alike will vie for medals in this annual event (subject to conditions on the race course).

THURSDAY, JANUARY 17

6:30a

Yoga and Stress Reduction

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

7:30a

Hot Breakfast Buffet

8:30a

Your Legal Rights in a Review Driven World

Carlos Kaslow, *Self Storage Legal Network* and **Scott Zucker**, *Weissmann Zucker Euster Morochnik & Garber, P.C.* and *Self Storage Legal Network*

Today, an unhappy customer now has a loud megaphone (social media) to voice their unhappiness about an owner's response to a storage problem. A bad online review can be more damaging to a business than a small claims lawsuit. Navigating this new environment is challenging and operators need to adapt.

9:30a

The Future of Google and What It Means for Self Storage

Luke Garske, *Google*

10:30a

Skiing and Leisure Activities

5:15p

Closing Speaker

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 14) 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 2019 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.

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 4, 2019, will be subject to a \$50 per person cancellation fee, with the remainder refunded. No refunds will be granted for cancellations received after January 4, 2019.

Questions? Call Jennifer in the SSA Meetings Department at 513-843-6943, or jpettigrew@selfstorage.org.

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:

Jennifer Pettigrew, Vice President
SSA Meetings Department
4189 Edinburg Drive
Cincinnati, OH 45245

jpettigrew@selfstorage.org

Or fax with credit card info to: 513-843-6944

FEES

ENTIRE WORKSHOP

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

	By 12/21	After 12/21
SSA Members	\$675	\$775
Additional Representative/Member	\$575	\$675
SSA Vendor Members*	\$1300	\$1500
Non-Members	\$1000	\$1000
Additional Representative/Non-Member	\$850	\$850

GUESTS / SPOUSES

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

	By 12/21	After 12/21
Adult	\$350	\$375
Children (under 18)	\$100	\$125

* 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.



THANK YOU TO OUR 2019 SKI WORKSHOP SPONSORS



GETTING THERE

THE WESTIN SNOWMASS RESORT SNOWMASS VILLAGE, CO

Airlines: The Aspen-Pitkin County Airport (ASE) is located 7 miles (15 minutes) from the hotel and offers daily non-stop flights from major U.S. hubs; Eagle County Airport (EGE) is located 90 miles from the hotel and Denver International Airport (DEN) is located 180 miles from the hotel.

Rental Cars: Rental cars are available from the airports. Please check with your preferred company for details.

Ground Transportation/Shuttles: The hotel offers complimentary, regularly scheduled, shuttle service from the Aspen-Pitkin County Airport. Please call (970) 923-8200 for details. If you fly into Denver or Eagle airports, discounted shuttle service rates through, Colorado Mountain Express, for our group can be scheduled by calling 970-754-7433 and mentioning the group code "STORAGE" (coloradomountainexpress.com - group code "STORAGE").

Resort Parking: Complimentary off-site parking. On-site parking fee: \$15 daily. Valet parking fee: \$25 daily.

Luggage: There is no hotel charge if you choose to ship your luggage directly to the hotel. However, you must ship via FedEx or UPS.

For all guests at The Westin Snowmass, the shipping address is:

Guest: **NAME**
The Westin Snowmass Resort
Guest Name
100 Fall Lane
Snowmass Village, CO 81615
970-923-8200
(FedEX or UPS only)

