

# Nashville

JUNE 2-4, 2021

## SSA 2021 SPRING CONFERENCE & TRADE SHOW

*Back in the saddle again.*

GAYLORD  
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#SSASPRING21  
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## GAYLORD OPRYLAND RESORT AND CONFERENCE CENTER

2800 Opryland Drive  
Nashville, Tennessee

### HOTEL INFORMATION

**Room block discount cut-off date: May 3, 2021**

Make your reservation today by going to [selfstorage.org](https://selfstorage.org) or by calling 1-(615)-889-1000 (identify your affiliation with the Self Storage Association).

All of our events will take place at the Gaylord Opryland Resort & Convention Center... great for networking throughout your stay! You'll want to be in the midst of all of our activities.

Experience the energy and excitement of Music City at Gaylord Opryland, the flagship property of the Gaylord Hotels family. On the banks of the Cumberland River, this landmark Nashville hotel is just minutes from Nashville International Airport and a short drive or riverboat cruise from downtown Nashville. Underneath the climate-controlled signature glass atriums, you'll discover their nine acres of indoor gardens, cascading waterfalls and indoor river with their very own Delta flatboat. Explore more of this beautiful resort by going to [gaylordopryland.com](https://gaylordopryland.com).

Call the hotel directly (1-615-889-1000) to reserve your room NOW... and be just steps away from all of the conference activities and your self storage peers. Be sure to identify your affiliation with the Self Storage Association to receive our special conference rates of \$209 – single/double (plus resort fee, taxes, etc.).

### COVID-19 INFORMATION

As the world continues to make positive strides to end COVID-19, we want to do our part by continuing to aid in the reduction of the spread. We look forward to meeting in Nashville — safely. We will be implementing policies and procedures to keep our attendees as safe as possible while still providing a fun and engaging conference experience where our community can reconnect after a long period of separation.

An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. According to the Centers for Disease Control and Prevention, senior citizens and people with underlying medical conditions are especially vulnerable. By attending the 2021 SSA Spring Conference & Trade Show, you voluntarily assume all risks related to exposure to COVID-19.

We are monitoring the ongoing developments and policy changes and will follow policies and safety precautions in place at the time of the conference. We are working closely with our Nashville venues and vendors to ensure we provide an environment that meets local, state and CDC guidelines. All attendees must follow posted instructions and safety protocols, which include wearing a face mask and respecting social distancing. As always, please do not travel or attend if you are sick.

As we get closer to the dates of the conference, we will provide updates. Check back to the SSA website for any new information and updates. In the meantime, feel free to reach out to our staff team with any questions you may have.

## SSA SPONSOR APPRECIATION

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

## AMBASSADOR SPONSORS

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## SPECIALTY SPONSORS

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### CROSS-AISLE SIGN & FLOOR STICKERS

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For additional information on  
becoming a sponsor, please contact  
Jen Pettigrew at [jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org) or  
Carol Franklin at [cfranklin@selfstorage.org](mailto:cfranklin@selfstorage.org)

## SUPPORT NASHVILLE BUSINESSES

The SSA is unable to hold on-site receptions because of COVID-19 restrictions, so we are offering opportunities for attendees to visit local establishments in downtown Nashville. Local businesses are essential to the economy, because they provide employment, create business partnerships, and support the local economies, communities and neighborhoods. Many are still enduring financial strain and are worried about the future. This is why the SSA is offering free shuttle rides to and from the Nashville downtown area Wednesday and Thursday nights during the conference. We feel this is a way to give back to our host city and supply the networking experience our attendees have craved over the past year.



# DAILY SCHEDULE (SUBJECT TO CHANGE)

## TUESDAY, JUNE 1

2:00P – 5:00P **Registration open for Managers Summit Attendees and Exhibitors**

2:00P – 5:00P **Exhibitor Set-Up 10x20 and larger only**

## WEDNESDAY, JUNE 2

7:00A – 12:30P **Exhibitor Set-Up**

7:00A – 5:00P **Conference & Trade Show Registration**

7:00A – 5:00P **Membership \* State Associations \* Products-Services Booth**

8:00A – 5:00P **SSA Café** (Food and beverage service for registered attendees)

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

11:00A – 1:00P **Self Storage Managers Summit** (Requires separate fee)

**Managing in the Post-Covid World**

**SPEAKERS:** **Jim Mooney**, Freedom Storage Management  
**Katie Cowen**, Move It Self Storage  
**Jess Casto**, FineView Marketing  
**Jim Ferguson**, Storable

Join this cast of self storage experts as they discuss:

- ★ How were we able to adapt and take care of our customers during this time?
- ★ Did you see any trends in inquiries and length of stay for existing customers?
- ★ How did technology changes help you out?
- ★ Did you do contactless rentals?
- ★ How did COVID-19 change the buying patterns of your customers?
- ★ What did we learn that we can use moving forward?

Generously sponsored by: **Flex Storage Systems**

11:00A – 1:00P **Young Leaders Group (YLG) Educational Session**

(Membership in the YLG required)

**SPEAKERS:** **Joe Shoen**, CEO & Chairman, U-Haul

Generously sponsored by: **Chateau Products**  
**Rapid Building Solutions**

1:00P – 5:00P **Trade Show Open**

5:30P – 10:00P **Support Nashville Businesses**

(Shuttle buses available to downtown Nashville-Broadway. Buses will leave from the Presidential Portico entrance.)



## DAILY SCHEDULE (SUBJECT TO CHANGE)

### THURSDAY, JUNE 3

7:00A - 5:00P **Conference & Trade Show Registration**

7:00A - 5:00P **Membership \* State Associations \* Products-Services Booth**

7:00A - 5:00P **SSA Café** (Food and beverage service for registered attendees)

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

7:30A - 8:15A **Orientation for First-time Attendees and New SSA Members**

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 of 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 new programs created specifically for managers and owners/operators, new publications, navigating the SSA website, and much more.

Generously sponsored by: **Kiwi II Construction**  
**PTI Security Systems**

8:30A - 9:30A **Economic Summit Panel**

**Self Storage: Moving Forward in 2021**

MODERATED BY: **Jeff Shouse** and **Thomas Gustafson**, Colliers

PANELISTS: **TBD**

This panel will give an overview of the economy and what to expect this year and how it affects the storage industry. We'll also discuss occupancy, cap rates and today's financing terms.

9:30A - 9:45A **Break**

9:45A - 11:15A **Keynote Speaker**

**Joseph D. Margolis**, Chief Executive Officer, Extra Space Storage

11:30A - 2:30P **Trade Show Open**

1:30P - 4:00P **Large Owners Council Meeting**

(By invitation only; for SSA members who own 10 or more facilities,  
and are dues-paying members of the LOC)





## DAILY SCHEDULE (SUBJECT TO CHANGE)

### THURSDAY, JUNE 3 (CONTINUED)

3:00P - 3:45P **Concurrent Educational Sessions (3)**

#### SESSION 1

##### How COVID has Accelerated Digital Transformation

**SPEAKER:** Jon Loftin, OpenTech Alliance

It's impossible to ignore the effects of COVID-19 on the self storage industry. Even as vaccines spread and restrictions lift, we're forced to confront how a similar outbreak, or an even greater, yet unknown threat, may emerge that threatens the viability of your operation. As operational flexibility becomes critical, operators must rethink their plans for sustainability. Technology - which many operators already considered a core asset and business differentiator - has rapidly shifted to an essential element of any resilient storage operation. Tenants may continue to favor self-service and contactless alternatives, and there will always be times when you're unable to physically staff your facility. Can your customers rent, pay or access their unit regardless of the challenges your operation may experience (pandemic, weather, staffing, etc.)? As we move forward, it's important to not only consider isolated technology improvements, but to reevaluate your technology strategy overall. When implemented correctly, the insights and capabilities offered by smart, integrated, cloud-based solutions, have the potential to not only ensure resiliency in the face of emergencies but can increase employee productivity and revenue, reduce costs and liability and enhance the customer experience long-term.

#### SESSION 2

##### Self Storage Marketing in a Post-Covid World

**SPEAKER:** Raheem Amer, Devon Self Storage

Change isn't coming - it's here. COVID-19 has brought it at breakneck speed, and operators' marketing dollars are feeling it. The customer journey doesn't look the same and arguably, it shouldn't. Customer priorities have shifted, and marketing strategies should reflect that. Out-of-touch marketing or tone-deaf messaging is one of the fastest ways to alienate the very people we hope to impact. How, then, will operators and marketers navigate the post-pandemic landscape? We don't know all the answers, but a few things are clear. In this session, we'll discuss what marketers and storage operators should expect in the post-pandemic world, and how they can gain a competitive edge right now.

#### SESSION 3

##### Operations Power Panel

**SPEAKERS:** Carol Mixon, SkilCheck Services, Inc.

Alonna Ross, StorageAuctions.com

Anne Ballard, Universal Storage Group

Stephanie Tharpe, A+ Management Group, LP

Sue Haviland, Haviland Storage Services

Join this power-packed panel discussion with 5 of the storage industry's top experts, as they talk about:

- ★ Adapting to new technology
- ★ Embracing social media
- ★ Keys to successful management
- ★ Training for excellence
- ★ Managing by the numbers
- ★ Trust more than your instinct - stats don't lie
- ★ Managing and rewarding employees
- ★ Turn around an underperforming property

## DAILY SCHEDULE (SUBJECT TO CHANGE)

### THURSDAY, JUNE 3 (CONTINUED)

3:45P – 4:00P **Break**

4:00P – 4:45P **Concurrent Educational Sessions (3)**

#### SESSION 1

##### Building Valuation Skills

**SPEAKER:** *Jon Dario*, Edison Properties

Learn why it's so important to improve your valuation skills and several keys to sharpening them from Jon Dario, COO of Edison Properties and faculty for SSA's Valuation and Acquisition Course. This session will walk you through valuation basics and why this is more difficult in the storage industry than in the past. Jon will also provide an overview of the SSA Valuation & Acquisition Course that will be offered next in Alexandria, VA in the fall of 2021.

#### SESSION 2

##### How to Protect Your Second Most Important Asset: Your Data

**SPEAKER:** *Chuck Gordon*, Storable

Alexa and Siri are listening, while social media is watching your every move. Companies all over are listening, tracking, and profiting from your data. It may not be a major issue when it comes to the cat videos you watched on YouTube or when you ask Alexa about the weather, but it's very different when it comes to your business data.

Most operators are unaware of who actually owns their data, what data security actually means, and how they can defend against their data being used against them. In this session, Chuck Gordon, Storable CEO, will expose the reality of data ownership and security, and equip you with the tools to:

- ★ Ensure you retain ownership of all sensitive business data
- ★ Protect your business and tenant data from security risks
- ★ Defend against your data being used against you by competitors...and even vendors

#### SESSION 3

##### Auditing - It's Not Just for Operations

**SPEAKER:** *Christina Alvino*, FineView Marketing

Auditing your day-to-day operational standards is a common practice among self storage operators. Periodic operational audits are vital to maximizing your property's success and holding your manager accountable for operating the business based on your expectations. The same goes for marketing best practices. So why don't we ever talk about auditing your marketing strategies?

When it comes to marketing there are a lot of moving pieces. When one of those pieces falls out of place it can greatly affect your visibility. If you go three, four, or even five months without noticing an issue, it can take the same amount of time or longer to regain your authority, causing you to lose time and money. Conducting a marketing audit will hold your marketing team accountable for executing effectively.

Learn how to audit your marketing to ensure that you're getting the most out of your marketing dollars. And learn how to implement best practices to set your marketing strategy up for success today and in the future.





## DAILY SCHEDULE (SUBJECT TO CHANGE)

### THURSDAY, JUNE 3 (CONTINUED)

#### 4:45P – 6:15P **SSA Women's Council Networking Session**

**SPEAKER:** **Tamara Fischer**, National Storage Affiliates

Join the SSA Women's Council for an in-person meeting that will include information about the council's mentor program and how to get involved. You'll also hear from Tamara Fischer, President and CEO of National Storage Affiliates, as she shares her story, lessons learned along the way and secrets of her success. It'll be a great opportunity to network with your colleagues as well.

Generously Sponsored by: **Automatit**  
**CallPotential**

#### 5:30P – 10:00P **Support Nashville Businesses**

(Shuttle buses available to downtown Nashville-Broadway. Buses will leave from the Presidential Portico entrance.)

### FRIDAY, JUNE 4

#### 7:00A – 12:00P **Membership \* State Associations \* Products-Services Booth**

#### 7:00A – 11:00A **SSA Café** (Food and beverage service for registered attendees)

Generously Sponsored by: **Chateau Products**  
**Storable**

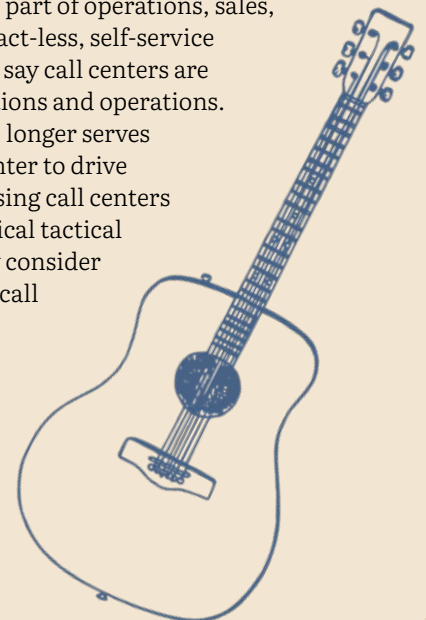
#### 8:00A – 8:45A **Concurrent Educational Sessions (3)**

##### SESSION 1

##### **Are Call Centers Still Relevant?**

**SPEAKER:** **Tron Jordheim**, Self Storage Strategies

In 2001, the Call Center Concept began to take hold in the self storage business. It took a few years, but every mid to large sized operator as well as many small operators adopted call center strategies. In recent years, the call center became an integral part of operations, sales, and marketing. It is 20 years later and we are now in the age of contact-less, self-service everything. How does a call center fit? Does it fit at all? Some would say call centers are more important than ever, serving as the hub for customer interactions and operations. Others would say that the call center has become redundant and no longer serves a purpose. This session will explore the ways one could use a call center to drive contact-less and self-service innovation, and ways one could stop using call centers altogether. This session will reveal a range of strategies with a practical tactical guide for implementing each strategy, so that participants can fully consider how they might pursue better call center practices, or abandon the call center concept completely.





## DAILY SCHEDULE (SUBJECT TO CHANGE)

### FRIDAY, JUNE 4 (CONTINUED)

8:00A – 8:45A **Concurrent Educational Sessions (3)** (continued)

#### SESSION 2

##### Analysis of Public Self Storage Companies For Private Operators

**SPEAKER:** Marc Boorstein, MJ Partners

This session is a detailed analysis of the most recent earnings results and activities of public self storage companies, including comparisons and reviews of significant portfolio and single asset acquisitions, new developments, and certificate-of-occupancy transactions. It will include recent earnings analysis including new revenue management and operational initiatives. Examples of actual performance in various regions nationwide including specific revenue growth rates, occupancy levels, net operating income growth rates and rental rates will also be shared.

- ★ Detailed review (with cap rates) of the most recent acquisitions and certificate-of-occupancy transactions by region plus developments nationwide.
- ★ Joint Venture Activity and Opportunities
- ★ Specific new development metrics, returns, and expansions.
- ★ Third-Party Management platforms.
- ★ Capital market activities including specific debt and equity metrics and new capital sources.
- ★ New supply data.

#### SESSION 3

##### How COVID Forced Us Out of the (Storage) Box

**SPEAKERS:** Scott Beatty CEO; Jennifer Barnett, COO; and Amber Tyson, VP of HR

Absolute Storage Management

Learn from experts how COVID changed our training, human resources, marketing and operations processes and what changes will continue post-COVID.

- ★ Virtual training
- ★ Different approaches in HR to take care of our team
- ★ Partnerships with different vendors
- ★ Online rentals/payments
- ★ Virtual marketing

8:45A – 9:00A **Break**

9:00A – 9:45A **Concurrent Educational Sessions (3)**

#### SESSION 1

##### The Self Storage Google My Business Playbook

**SPEAKER:** Tommy Nguyen, StoragePug

Can Google My Business drive more rentals? There's the right way to setup Google My Business, and lots of wrong ways. Today, we'll go over how to set up GMB to maximize exposure, generate leads, and get more customers. We'll cover:

- ★ What is Google My Business
- ★ Textbook Setup for Best Results
- ★ Daily, Weekly, Monthly Tasks
- ★ Expert Level Tips and Tricks

Come learn how GMB can truly maximize your exposure and hit your optimal occupancy. Plus, we'll go over the key differences between Local SEO, Organic SEO, and paid ads.



## DAILY SCHEDULE (SUBJECT TO CHANGE)

### FRIDAY, JUNE 4 (CONTINUED)

9:00A - 9:45A **Concurrent Educational Sessions (3)** (continued)

#### SESSION 2

##### Growing Revenue - Concepts and Tactics to Build Income and Boost the Bottom Line

**SPEAKER:** Brooks Lumpkin, Southeast Storage

We all want to maximize revenue, but most of us don't. There are 5 primary ways the average operator can dramatically improve their revenue:

- ★ Drive Occupancy/New Move-ins through a satisfactory web presence and intelligent promotions
- ★ Getting more from the customer at move in
- ★ Sell a contents protection or insurance product
- ★ Strategically manage existing customer rates
- ★ Sell ancillary products/services (pros and cons)

If an average owner/operator with a mature facility were to begin using best practices in each of these areas, they could expect to see as much as 30% revenue growth.

#### SESSION 3

##### Become a "Market Mastermind"

**SPEAKER:** RK Kliebenstein

Tips, tricks and tools for analyzing a self storage market and site. Learn specific strategies for determining the key attributes and metrics of a site and market. This discussion will focus on:

- ★ Geographic preferences
- ★ Large vs. small markets
- ★ How data drives success
- ★ Major MSA, secondary or tertiary markets and why each is best and worst
- ★ Determining the right product for the market
- ★ Understanding how different demographic data points affect occupancy, rental rates and profits
- ★ What tools are available for gathering market intelligence?
- ★ How do competitors affect my projections?
- ★ How do traffic counts, speed and flows affect my location?
- ★ How can artificial intelligence (AI) influence decisions?

This lively discussion will walk you through specific research and analysis of a market. Become the Master of Your market!

9:45A - 10:00A **Break**

10:00A - 11:30A **Closing General Session**

##### Live from Nashville: SSLN Legal Power Hour

**SPEAKERS:** Carlos Kaslow and Scott Zucker, Self Storage Legal Network

A Q&A session for managers and owner/operators addressing the latest legal and regulatory developments impacting the self storage industry. Hear two of the nation's leading self storage legal experts discuss the topics that pertain to you and your business. The SSLN attorneys will take your questions for as long as time permits. Informative and entertaining... This is the one session you don't want to miss. Brought to you by The Self Storage Legal Network.

*Back in the saddle again.*

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*Back in the saddle again.*



# SSA 2021 SPRING CONFERENCE & TRADE SHOW

Nashville ★ June 2-4

GAYLORD OPRYLAND  
RESORT & CONVENTION CENTER

#SSASPRING21 ★ SELFSTORAGE.ORG

REGISTER ONLINE TODAY AT SELFSTORAGE.ORG

## REGISTRATION INFORMATION

**Substitution and Refund Policies:** If you register and then are unable to attend, you may send someone in your place at no additional charge. Notify the SSA registrar in writing or by FAX (514) 289-9844 or email SSA@Showcare.com, as far in advance of the conference as possible. Cancellations faxed or postmarked on or before May 17, 2021, will be subject to a \$50 cancellation fee per registrant, with the remainder refunded. **No refund will be granted for cancellations faxed or postmarked after May 17, 2021!**

**NO SUITCASING:** Vendors who are not exhibiting must register as a Full Registrant. Any non-exhibiting vendor observed soliciting within the conference & trade show spaces will be asked to leave.

Fees (in \$US)	REQUIRES SSA MEMBERSHIP ID NUMBER			
	SSA Direct Members <sup>1</sup> By 5/17/21	SSA Direct Members <sup>1</sup> After 5/17/21 and On-Site	State and Affiliate Members	Non-Members
<b>FULL REGISTRANT</b>	\$575	\$650	\$750	\$950
<b>ADDITIONAL REP</b> (same company)	\$475	\$525	\$600	\$850
<b>1 DAY ONLY</b> (Thursday, June 3)	\$375	\$435	\$500	\$650
<b>TRADE SHOW ONLY</b> <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	\$125	\$150	\$200	\$250
<b>MANAGERS SUMMIT</b> (Optional Event: Wednesday, June 2)	\$125	\$175	\$250	\$300
<b>Direct Members:</b> registration fees include a downloadable library of all session recordings and slides. <sup>1</sup> Those who pay their dues directly to the SSA and have a valid SSA ID number                 No one under the age of 16 is allowed in the exhibit hall				

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