

# SSA'S 39<sup>th</sup> ANNUAL EXECUTIVE SKI WORKSHOP

JANUARY 12–15, 2026

VIEWLINE RESORT ❄ SNOWMASS, COLORADO

## SPONSORED BY



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## WELCOME TO SNOWMASS, COLORADO!

Many of you here know the story of how this workshop got started. And some of you were even there! But thirty-nine years ago, former SSA Chairman of the Board John Yelland (Yelland Properties, Irvine, CA) invited a small group of storage owners to come together for industry education, meaningful networking, and — of course — great skiing. Today, more than 300 participants gather for this workshop, united by the same goals that inspired that original meeting.

Many of you have attended numerous SSA Ski Workshops, and we're delighted to welcome you back once again. If this is your first time joining us — welcome! We hope this experience makes you a “regular” and that you'll return next year when we head to Telluride, Colorado.

We've put together an outstanding program for you and your guests, blending educational sessions, networking opportunities, and plenty of leisure time over the next three days. We're committed to keeping sessions on schedule so you can make the most of your time on and off the slopes.

As always, please wear your name badge during all group functions. It's a simple way to help everyone connect and will enhance your networking experience with fellow attendees.

Finally, be sure to bring your registered guest(s) to the dinner on Wednesday night. It's always a great time to chat with your self storage peers over a great meal.

Have a wonderful time, and thank you for being part of this special tradition.

**THE SELF STORAGE ASSOCIATION**



FOR FIRST-CLASS INDUSTRY EDUCATION,  
SSA PROVIDES THE BEST OPPORTUNITIES.  
AND WHEN IT IS TIME FOR GREAT SKIING,  
**SNOWMASS IS THE PLACE TO BE.**



## WHAT WILL I LEARN?

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This year we'll cover everything from legislative activity to keep an eye on, to what leadership looks like in 2026, to embracing technology that's changing the way we do business. 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. Our program provides a terrific blend of topics. There is something for everyone and plenty of opportunities to talk with and learn from your industry peers.

## SNOWMASS, COLORADO

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Welcome to Snowmass, Colorado—where winter unfolds in its most breathtaking form. Nestled in the heart of the Rockies, Snowmass offers stunning alpine scenery, world-class skiing, and a vibrant mountain village perfect for gathering, celebrating, and exploring. We're delighted to welcome you to this extraordinary destination for an unforgettable winter event.

## WHAT IF I DON'T SKI?

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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. 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. We hope you will be able to fit it all in!

# PROGRAM OUTLINE (SUBJECT TO MODIFICATION)

## MONDAY, JANUARY 12

- 5:00p **Welcome Reception** *Salon CDE*  
Plenty of networking, food, and beverages. Pick up your registration packet and mingle with colleagues.

## TUESDAY, JANUARY 13

- 7:00a **Yoga and Stress Reduction** *Ziegler*  
Relax, release stress, and energize yourself in this popular Ski Workshop activity. Registered guests are also welcome.
- 7:30a **Hot Breakfast Buffet/Registration** *Salon CDE*  
If you arrived too late for the reception, you may pick up your workshop materials this morning at breakfast.
- 9:00a **Welcome** *Salon AB*  
KEYNOTE:  
**From Scratch: Carving a Niche and Building a Company in an Evolving Industry**  
**NOAH MEHRKAM** • CEO, Self Storage Plus  
In this session, Noah will share his journey from solo entrepreneur to running one of the fastest growing regional self storage operations. From humble origins developing an initial property in West Virginia, Self Storage Plus is poised to crack the top ten largest operators while creating a trophy portfolio concentrated in a major market. Noah will share lessons learned on his path including how organizational clarity can drive growth and performance.
- 9:45a **The Legislative Landscape: An Update on Legislation Impacting Self Storage** *Salon AB*  
**TIM DIETZ** • SSA President & CEO  
**JOE DOHERTY** • SSA Executive Vice President, Chief Legal Officer
- 10:30a **Skiing and Leisure Activities**  
Ski or snowboard with your SSA friends. Check with the hotel concierge for suggestions on other activities, spend some time networking with non-skiers, or relaxing in the spa!



# PROGRAM OUTLINE (SUBJECT TO MODIFICATION)

## WEDNESDAY, JANUARY 14

- 7:00a **Yoga and Stress Reduction** *Ziegler*  
Another great session to start your day on a positive note!
- 7:30a **Hot Breakfast Buffet** *Salon CDE*
- 8:00a **Roundtables** *Salon CDE*
- 9:00a **The Self Storage Owners Guide to AI: Technology Trends, Consumer Behavior, and Digital Marketing** *Salon AB*  
**TOMMY NGUYEN** • StoragePug  
Just like Google transformed consumer shopping over the last decade, AI will change customer behavior and alter every business industry – but what do storage owners need to know now?  
This session will dive deep into AI – dissecting what we can learn from past technological shifts, how customers are currently using AI, what we expect in the next 5 years, and, most importantly, what that means for our digital marketing strategies today.
- 9:45a **Robert Swan: Explorer** *Salon AB*  
As the first person in history to walk to both the North and South Poles, Robert has earned his place alongside the greatest explorers in modern times. Having demonstrated transformational leadership and true resiliency in some of the planet's most hostile environments, he applies lessons learned to instill impactful leadership, sustainable management practices and effective communication.
- 10:30a **Skiing and Leisure Activities**  
By popular demand: The rest of the day is open for attendees to hit the slopes, shop, go snowmobiling, or just relax in the spa before dinner.
- 6:00p **Networking Reception and Dinner**

## THURSDAY, JANUARY 15

- 7:00a **Yoga and Stress Reduction** *Ziegler*  
Another great session to start your day on a positive note!
- 8:00a **Networking Breakfast** *Salon CDE*
- 10:00a **Hit the slopes, visit the spa or head out for a snowmobiling adventure**

## FRIDAY, JANUARY 16

**Time to head to the airport**



# THANK YOU TO OUR 2026 SKI WORKSHOP SPONSORS



SSA extends a sincere thank you to the the SSA Board of Directors, our sponsors,  
and to all of this year's workshop attendees for helping us to have another successful event!

