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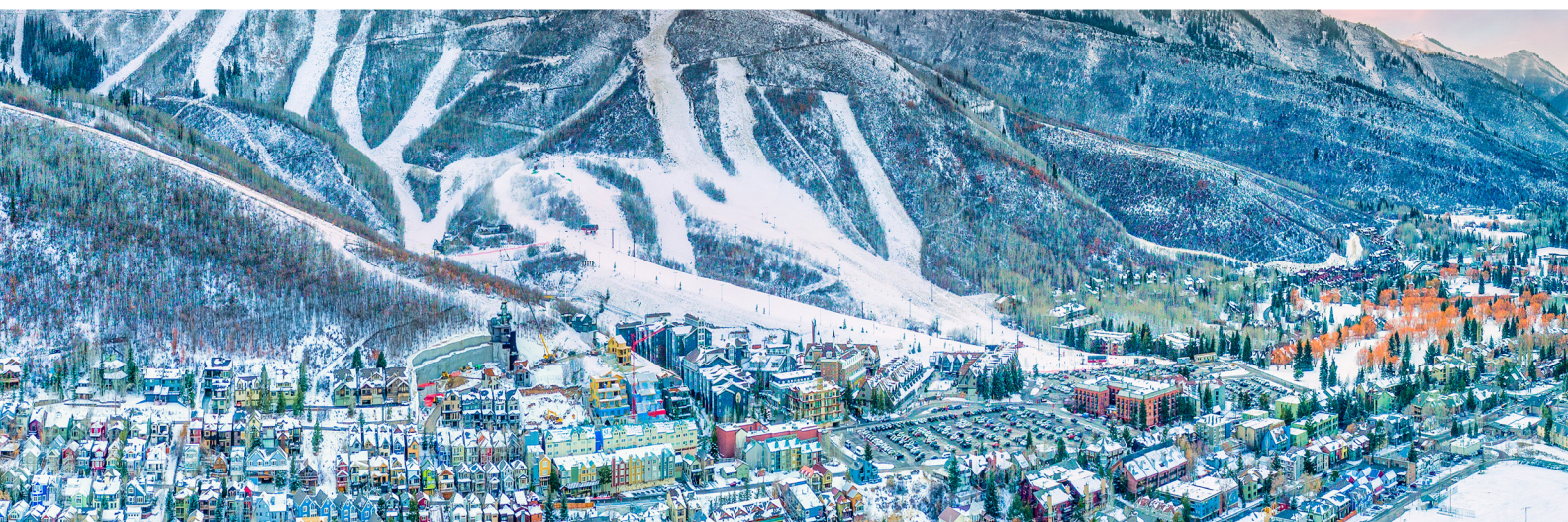
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SSA'S 36th ANNUAL EXECUTIVE SKI WORKSHOP

JANUARY 9–12, 2023 ❄️ DEER VALLEY, UTAH



ONSITE PROGRAM

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WELCOME TO DEER VALLEY!

Thirty-six years ago, former SSA Chairman of the Board John Yelland (Yelland Properties, Irvine, CA) invited a handful of storage owners to gather for industry education, networking, and of course great skiing. Today, we have over 300 participants, and they still share the common workshop goals of that inaugural group. Several of you have participated in many SSA Ski Workshops, and we're glad to have you with us again. For those of you who are first-timers... Welcome! We hope you'll become a "regular" and return next year when we head to Whistler, British Columbia!

We have put together an impressive program for you and your guests. There is a good mix of educational sessions, networking opportunities, and leisure time incorporated into the next three days. We promise to keep our sessions on schedule so you can maximize your networking and leisure time.

As always, please wear your name badge during group functions. This helps everyone get to know each other and will be beneficial to you as you network with your peers and their guests. Be sure to bring your registered guest(s) to the final session on Thursday afternoon, just prior to the reception and dinner. Our final session is always inspirational, motivational, and educational... the perfect lead-in to our final dinner together.

Have a terrific time... and thanks for coming!

THE SELF STORAGE ASSOCIATION



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



WHAT WILL I LEARN?

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. 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.

DEER VALLEY, UTAH

Tucked away in Park City, Utah, Deer Valley Resort is the premier ski destination in the United States. Deer Valley is an alpine ski resort in the Wasatch Range, located 38 miles east of Salt Lake International Airport. The resort, known for its upscale amenities, is consistently ranked among the top ski resorts in North America. Deer Valley was a venue site during the 2002 Winter Olympics, hosting the freestyle moguls, aerial, and alpine slalom events. It also regularly hosts competitions for the International Ski Federation.

WHAT IF I DON'T SKI?

If you don't ski (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. Park City 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)

ALL EVENTS ARE IN THE LOWER LEVEL OF THE CHATEAUX, EXCEPT FOR THE CLOSING DINNER.

MONDAY, JANUARY 9

5:00 PM **Welcome Reception**

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

TUESDAY, JANUARY 10

7:00 AM **Yoga and Stress Reduction**

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

7:30 AM **Hot Breakfast Buffet**

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

8:45 AM **Introductions and SSA News**

9:00 AM **Keynote Address**

JOE RUSSELL, *Public Storage* AND **TIM DIETZ**, *SSA*

10:00 AM **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!

5:30 PM **Cocktail Reception**

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

WEDNESDAY, JANUARY 11

7:00 AM **Yoga and Stress Reduction**

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

7:30 AM **Hot Breakfast Buffet**

8:30 AM **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.

9:30 AM **Panel Session: We've Been Here Before... Here's How We Survived Past Downturns**

MIKE BURNAM, *StorageMart* (moderator); **RON HAVNER**, *Public Storage*;
WAYNE JOHNSON, *SmartStop*; **KEN WOOLLEY**, *Extra Space Storage*

10:30 AM **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.

THURSDAY, JANUARY 12

7:00 AM Yoga and Stress Reduction

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

7:30 AM Hot Breakfast Buffet

8:30 AM Panel Session: Protecting Your Asset and Your Customers

ROBERT CHITI, *OpenTech Alliance* (moderator); **DAVID ALLAN**, *Apple Self Storage Management Ltd.*; **JAMES HAFEN**, *Extra Space Storage*; **CHRISTINE DEBORD**, *Janus International Group*; **ED HAINRIHAR**, *Amsdell Companies*; **MAUREEN LEE**, *Xercor*

9:30 AM Skiing and Leisure Activities

5:30 PM Closing Speaker

KELSEY NIXON – Recipe for Success: How Mentorship Makes a Difference

Join us as Kelsey talks about how passion, hard work, and a spirit of mentorship modeled at home gave her the confidence and drive to chase her dreams. Growing up in self storage fed her entrepreneurial spirit and helped craft a career rooted in passion and purpose.

Kelsey Nixon is an Emmy-nominated Outstanding Culinary Host, best-selling cookbook author, podcaster, and founder of Recipe Club. She hosts Kelsey's Essentials and Kelsey's Homemade on Cooking Channel where she shares her best tips, tools, and techniques for building your best home and cooking life. Her cookbook *Kitchen Confidence* helps home cooks navigate the kitchen with greater ease, confidence, and style.

Kelsey is a regular guest on national programs like the Today Show, Rachael Ray, and Access Hollywood. Most recently Kelsey played the role of both executive producer and host on the hit family meets food game show, *Dinner Takes All*. Join us for this fun and inspiring closing session!

6:30 PM Closing Reception and Dinner

Stein Eriksen Lodge

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 9 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.

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 Dinner is casual.

CLOSING NIGHT RECEPTION & DINNER

Thursday evening will be a great close to our Ski Workshop and our closing dinner 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.

THANK YOU TO OUR 2023 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!

