

SSA'S 37th ANNUAL EXECUTIVE SKI WORKSHOP

JANUARY 15–18, 2024

THE WESTIN RESORT & SPA ❄️ WHISTLER, BC, CANADA

ONSITE PROGRAM

SPONSORED BY



SSA'S 37th ANNUAL EXECUTIVE SKI WORKSHOP

JANUARY 15–18, 2024 ❄️ WHISTLER, BC, CANADA

WELCOME TO WHISTLER!

Thirty-seven 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 our next stunning destination.

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 morning. Our final session is always inspirational, motivational, and educational... the perfect way to end our workshop. And be sure to join us for our final dinner together that evening. 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,
WHISTLER IS THE PLACE TO BE.



WHAT WILL I LEARN?

This year we'll cover everything from what investment opportunities look like to embracing technology that's changing the way we do business to legal headwinds we might experience in 2024. 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.

WHISTLER, BRITISH COLUMBIA, CANADA

You'll find Whistler in the Coast Mountains of British Columbia just two hours north of Vancouver. This legendary resort is an international mountain sports mecca and a down-to-earth mountain town. Two side-by-side mountains spanned by the world-record-breaking PEAK 2 PEAK Gondola give access to Whistler Blackcomb's renowned alpine terrain, drawing hikers, skiers and mountain bikers in search of mind-blowing landscapes. At lower elevations, a coastal climate delivers a lush contrast to the volcanic alpine environment. Sparkling glacier-fed lakes, towering old-growth forests, waterfalls, beaches, parks and golf courses are linked by a network of paved valley trails. The place teems with life.

The resort, known for its upscale amenities, is consistently ranked among the top ski resorts in Canada.

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. Whistler 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 15

5:00 PM **Welcome Reception** Emerald Ballroom
Plenty of networking, food, and beverages. Pick up your registration packet and mingle with colleagues.

TUESDAY, JANUARY 16

7:00 AM **Yoga and Stress Reduction** Alpine
Relax, release stress, and energize yourself in this popular Ski Workshop activity. Registered guests are also welcome.

7:30 AM **Hot Breakfast Buffet** Emerald Ballroom
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/Legislation Update**
TIM DIETZ, *Self Storage Association*

9:00 AM **Our Take on 2024: Self Storage Data and What it Means for the Coming Year**
TYSON HUEBNER, *Yardi Matrix*

9:45 AM **Our Take on 2024: What Will our Investment Opportunities Look Like?**
JIM DAVIES, *Talonvest Capital Inc.* • ADAM SCHLOSSER, *Marcus & Millichap*
AND BEN VESTAL, *Argus Self Storage Advisors*

10:30 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 17

7:00 AM **Yoga and Stress Reduction** Alpine
Another great session to start your day on a positive note!

7:30 AM **Hot Breakfast Buffet** Emerald Ballroom

8:30 AM **Our Take on 2024: Canadian Self Storage in the Year Ahead**
ROBERT MADSEN, *U-Lock Mini Storage* • DAVID ALLAN, *Apple Self Storage*
BLISS EDWARDS, *SmartStop Self Storage* • TROY MCLELLAN, *Public Storage Canada*
AND STEVEN SCOTT, *StorageVault Canada Inc.*

9:30 AM **Our Take on 2024: Technology's Revolutionizing the Way We Operate Facilities – Are you Up to Speed?**
ANDREW CAPRANOS, *10 FEDERAL*

10:30 AM **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 heading out to dinner.

THURSDAY, JANUARY 18

7:00 AM	Yoga and Stress Reduction Another great session to start your day on a positive note!	Alpine
7:30 AM	Hot Breakfast Buffet	Emerald Ballroom
8:30 AM	Our Take on 2024: Legal Headwinds in Self Storage SCOTT ZUCKER, <i>Weissman Zucker Euster Morochnik Garber P.C.</i>	
9:30 AM	Closing Speaker • SPECIAL GUEST JAMIE ANDERSON (Snowboarder and 25-time Olympic Medalist)	
10:15 AM	Skiing	
5:30 PM	Closing Dinner Lots of fun and some more great networking! This special event is included in your registration fee.	Emerald Ballroom



OPENING NIGHT RECEPTION

Our opening reception on Monday, January 15th 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 2024 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!

