

SSA

Conference & Trade Show



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SEPT. 3-6
MGM GRAND

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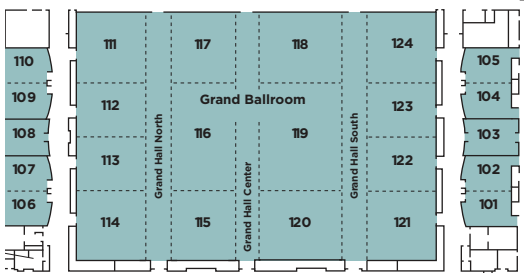
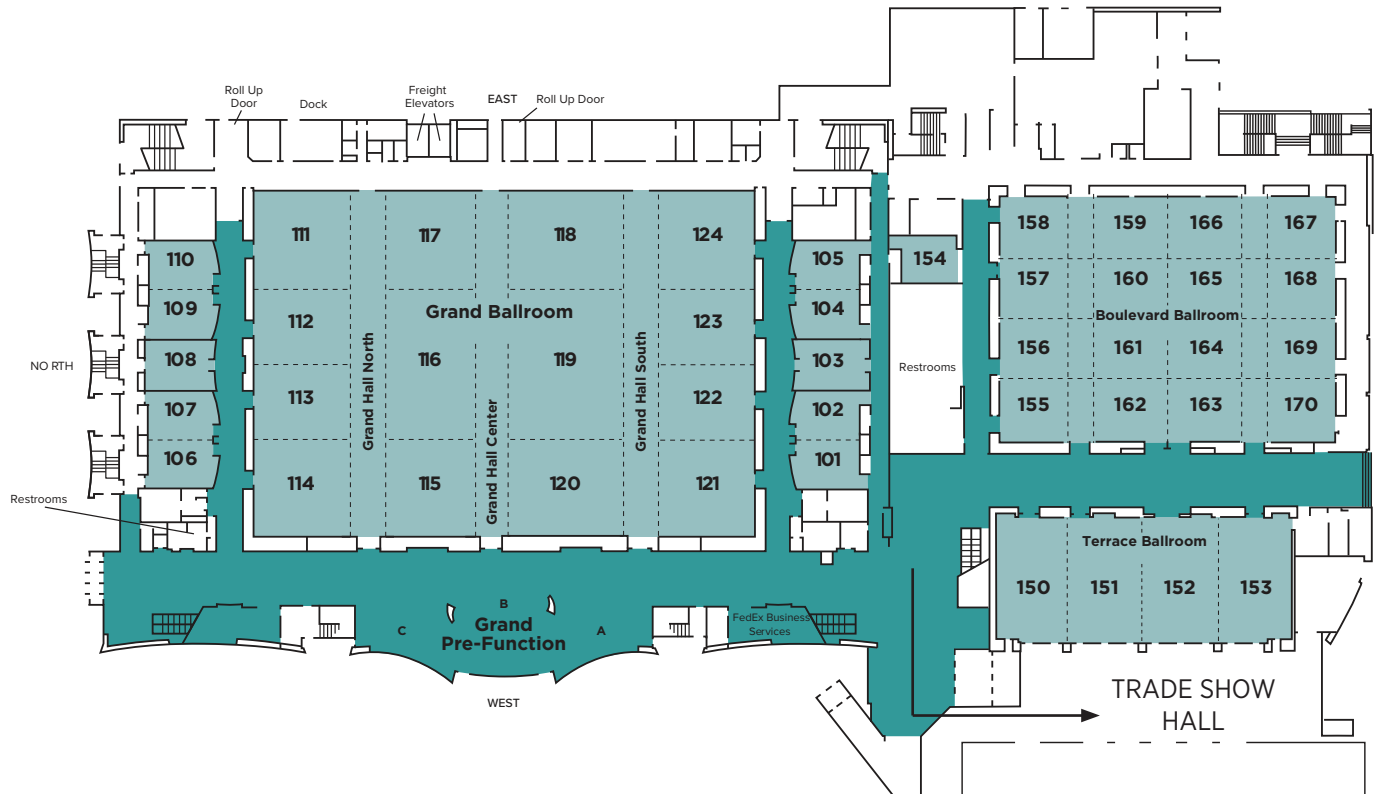
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CONFERENCE SCHEDULE

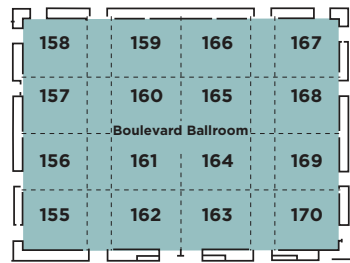
MGM GRAND CONFERENCE CENTER MAP



GRAND BALLROOM

CONFERENCE LEVEL 1

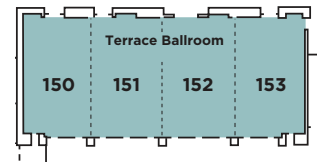
- SSA Café
- Registration
- Membership & Foundation Booth
- Managers Summit
- Roundtables
- Board Chair Reception
- Women's Council
- Networking Session
- YLG Education Session
- Canadian Reception



BOULEVARD BALLROOM

CONFERENCE LEVEL 1

- General Sessions
- Foundation Forum
- Featured Speakers
- Welcome Reception



TERRACE BALLROOM

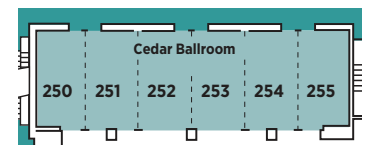
CONFERENCE LEVEL 1

- Diversity & Inclusion Council
- Economic Summit
- SSA 101: Maximize Your Experience
- Concurrent Sessions

CEDAR 250

CONFERENCE LEVEL 2

- LOC Meeting & Reception



Tuesday, September 3

7:00A–5:00P	<p>SSA CAFÉ</p> <p>Food and beverage service for registered attendees. <i>Badge required</i></p> <p>SPONSORED BY: A & E CONSTRUCTION CO • CUBBY ENTERPRISES, INC • HRIC MD, INC • ROLLUP DOOR, INC • STORAGE COMMANDER</p>	Grand Ballrooms 118–120
8:00A–6:00P	<p>CONFERENCE & TRADE SHOW REGISTRATION</p>	Grand Prefunction ABC
8:00A–5:00P	<p>SSA MEMBERSHIP • STATE ASSOCIATIONS PRODUCTS & SERVICES BOOTH • SSA FOUNDATION</p>	Grand Prefunction ABC
8:00A–5:00P	<p>EXHIBITOR SET-UP</p>	
1:00P–4:00P	<p>SELF STORAGE ECONOMIC SUMMIT</p> <p><i>Optional event; separate fee required.</i></p> <p>KEYNOTE SPEAKER Stephen Moore • ECONOMIST AND AUTHOR</p> <p>Stephen Moore is an economist and author, serving as a senior fellow at the Heritage Foundation and a co-founder of The Committee to Unleash Prosperity. He is a frequent lecturer to audiences around the world on the U.S. economic and political outlook.</p> <p>FEATURED SPEAKER • CAPITAL MARKETS P. Sheridan (Schecky) Schechner • VICE CHAIRMAN, REAL ESTATE BANKING, BARCLAYS</p> <p>Schecky Schechner is vice chairman of Real Estate Investment Banking at Barclays. He is also chairman of the PropTech Joint Venture. Based in New York, the group is responsible for the coverage of real estate clients for advisory services as well as all forms of real estate capital — whether debt or equity. Clients include the leading REITs, lodging and gaming companies, real estate opportunity funds and financial sponsors. Recently, the group's coverage efforts have expanded to cover companies at the intersection of real estate and technology — the PropTech sector. Mr. Schechner has a BA in economics and political science and molecular biophysics and biochemistry from Yale University (1980) and a JD/MBA from Harvard University (1984).</p> <p>CEO PANEL Cris Burnam • CEO, STORAGE MART/MANHATTAN MINI STORAGE Brian Cohen • CEO, ANDOVER PROPERTIES</p> <p>The Summit will finish strong with a robust storage industry-specific discussion with Cris Burnam and Brian Cohen, two industry experts, and moderated by Talonvest Capital.</p> <p>BROUGHT TO YOU BY: TALONVEST</p>	Terrace 150–151
1:30P–4:00P	<p>SELF STORAGE MANAGERS SUMMIT</p> <p><i>Optional event; separate fee required.</i></p> <p>A DAY IN THE LIFE OF A SELF STORAGE MANAGER</p> <p>SPEAKERS: Dave Cooper • STORAGE KING USA Jim Mooney, Jr. • FREEDOM STORAGE MANAGEMENT</p> <p>In this session, Jim Mooney and Dave Cooper will share over 55 years of knowledge and tricks of the trade that they've discovered throughout their careers. The intent is to help you work smarter, not harder. Learn how to get the most productivity out of your typical day as a self storage manager. The discussion will include:</p> <p>Opening the store • Daily inspections • Cleaning and curb appeal • Marketing • Managing accounts receivable Upselling during the rental process • Working leads • Closing the sale • And more</p> <p>SPONSORED BY: DAVINCI LOCK • STEELBLUE</p>	Grand Ballroom 121
4:15P–5:15P	<p>SSA 101: MAXIMIZE YOUR EXPERIENCE</p> <p>PRESENTED BY: SSA Staff</p> <p>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 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 owner/operators, new publications, navigating the SSA website, and much more.</p> <p>SPONSORED BY: KIWI II CONSTRUCTION, INC</p>	Terrace Ballroom 153

Tuesday, September 3

5:15P – 6:30P	SSA BOARD CHAIR RECEPTION Ticketed event; by invitation only.	Grand Ballrooms 123–124
6:00P – 7:30P	CANADIAN SSA NETWORKING RECEPTION Ticketed event; by invitation only	Grand Ballrooms 101–102

Wednesday, September 4

7:00A – 5:00P	CONFERENCE & TRADE SHOW REGISTRATION	Grand Prefunction ABC
7:00A – 5:00P	SSA MEMBERSHIP • STATE ASSOCIATIONS PRODUCTS & SERVICES BOOTH • SSA FOUNDATION	Grand Prefunction ABC
7:00A – 5:00P	SSA CAFÉ Food and beverage service for registered attendees. <i>Badge required</i> SPONSORED BY: A & E CONSTRUCTION CO • CUBBY ENTERPRISES, INC • HRIC MD, INC • ROLLUP DOOR, INC • STORAGE COMMANDER	Grand Ballrooms 118–120
8:00A – 10:00A	EXHIBITOR SET-UP	Marquee Ballroom
8:15A – 9:00A	CONCURRENT EDUCATIONAL SESSIONS	
	FINANCING: WHAT TO THINK ABOUT WHEN APPLYING FOR A SELF STORAGE LOAN	Terrace Ballroom 150
	SPEAKER: Bishesh Shrestha • LIVE OAK BANK The self storage industry is still very active. Securing financing is crucial but given the current environment has contracted. Therefore, before diving into the loan application process, there are essential factors to consider for a smooth and successful journey. <ul style="list-style-type: none"> ✦ Loan Purpose: Build, buy, convert. ✦ Loan Amount: Loan amounts may place folks into different products. ✦ Business Plan and Feasibility Study: The information banks are looking for in regard to the local market. ✦ Financial Strength: Focus on various financial metrics that banks are looking at. Debt service coverage ratio, debt to income ratio, etc. ✦ Loan Type: What options may be the best for you. SBA 7a, SBA 504, conventional financing. ✦ Interest Rates: The environment today. 	
	MAXIMIZE MARKETING SUCCESS IN SELF STORAGE AND BOAT & RV STORAGE: EXPLORE THE OVERLAPS AND KEY DIFFERENCES	Terrace Ballroom 151
	SPEAKER: Steve Lucas • THE STORAGE GROUP Marketing strategies for self storage facilities and boat & RV storage facilities have some similarities but also distinct differences due to the needs and behaviors of their target audiences. Let's explore: Target Audiences • Marketing Channels • Facility Features • Customer Engagement • Seasonal Campaigns	
	UNDERSTANDING YOUR DATA: HOW TO COLLECT, ANALYZE AND MAKE YOUR DATA ACTIONABLE	Terrace Ballroom 152
	SPEAKERS: Mason Levy • SWIVL • Melissa Stiles • STORAGE ASSET MANAGEMENT Lynn Sykes • STORAGE ASSET MANAGEMENT In today's fast-paced self storage industry, the ability to effectively harness and leverage data is crucial for driving business success. This presentation will delve into the journey of data from collection to actionable insights, showcasing how technology can empower your business to achieve continuous growth. Our experts will share practical strategies and real-world examples, providing you with the knowledge to make informed decisions and optimize operations. We will cover: <ul style="list-style-type: none"> ✦ Best practices for collecting and managing data within your day-to-day operations. ✦ Identifying key data sources and integrating them into your operations. ✦ Techniques for analyzing data to uncover trends and opportunities. ✦ Strategies to make data actionable. 	

Wednesday, September 4 (continued)

8:15A–9:00A

CONCURRENT EDUCATIONAL SESSIONS (CONTINUED)

IDENTIFYING THE BEST MODEL TO MANAGE YOUR STORAGE FACILITY: MANNED, HUB & SPOKE, OR VIRTUAL

Terrace Ballroom 153

SPEAKER: **Alex Erbs** • THE STORAGE MALL MANAGEMENT GROUP

Choosing the best management model for your storage facility is crucial for maximizing efficiency, customer satisfaction, and profitability. The three primary models—manned, hub & spoke, and virtual—each offer unique benefits and challenges. This presentation aims to provide a comprehensive overview of these models, helping storage facility operators identify the best fit for their specific needs.

Understanding the Manned Model • Exploring the Hub & Spoke Model • Diving into the Virtual Model

Comparative Analysis • Decision-Making Framework

9:00A–9:15A

BREAK

9:15A–10:00A

CONCURRENT EDUCATIONAL SESSIONS

SELF STORAGE ACQUISITIONS: TRANSACTION TIPPING POINTS

Terrace Ballroom 150

SPEAKER: **Jeff Humphrey** • INLAND DEVON SELF STORAGE HOLDINGS LLC

Three challenges to purchasing a self storage facility are selecting the correct rental rate, what happens with the property taxes, and estimating the loan proceeds. In this session we will look at how this information fluctuates, suggestions of where to obtain, how to estimate, and share some of the most common pitfalls. The topics discussed in this session typically make or break a transaction. Join this session as presented by SSA's Valuation & Acquisition Course instructor Jeff Humphrey.

FUTURE-PROOF YOUR STORAGE BUSINESS: MUST-KNOW TECH TRENDS FOR 2025

Terrace Ballroom 151

SPEAKER: **Aniket Malvankar** • VANTIVA

Learn how 2024's biggest tech trends can benefit your storage business. Led by a technology expert with deep expertise in AI and the Internet of Things, this session will delve into three pivotal levels of innovation:

1. In-Unit Technologies: Discover how cameras, sensors, and smart locks are transforming storage units from dumb boxes to smart units with enhanced security and convenience.
2. Public Area Innovations: Learn how site-wide networks, smart cameras, and sensors are revolutionizing public areas, boosting security, automating tasks, and enabling multi-site remote management.
3. Portfolio-Level Management: Explore how advanced management platforms are optimizing site efficiency and enhancing portfolio strategy, offering operators unprecedented control and insight.

Set your agenda for a session focused on how current technologies can create an edge for your storage business. This is your chance to stay ahead of the curve and leverage cutting-edge technologies to enhance your storage operations.

SOCIAL RESPONSIBILITY IN SELF STORAGE: HOW TO GROW OUR COMMUNITIES

Terrace Ballroom 152

SPEAKER: **Denee Burns** • SUNBIRD STORAGE MANAGEMENT
Mare Hull Jacquin • SHELTER MOVERS
Jason Koonin • SUNBIRD STORAGE MANAGEMENT
Mario Macaluso • CHARITY STORAGE

In this session, we'll discuss ways those of us in the self storage industry can use our vast real estate resources to partner with nonprofit organizations to help our communities flourish. Our self storage facilities have partnered with 100 nonprofits by giving away free storage. This allows these organizations to use their budget to help more community members in need rather than spend their money on storage. The nonprofits often post videos and photos of our storage facilities, which helps us increase our business activity. It's a win-win.

DRIVING DEMAND IN SELF STORAGE: INSIGHTS FROM INDUSTRY LEADERS

Terrace Ballroom 153

SPEAKER: **Chuck Gordon** • STORABLE

In this session, we'll discuss:

- ❖ Challenges in Demand Generation: Identify the key challenges in generating demand and how industry leaders are overcoming them.
- ❖ Innovative Marketing Techniques: Explore successful approaches to creating and sustaining demand in self storage.
- ❖ Maintaining Closing Rates in a Down Market: Gain insights into strategies for sustaining high closing rates even during market downturns.
- ❖ Optimizing Sales Conversions: Discuss methods for effectively converting leads into sales once they have been acquired.
- ❖ Case Studies in Demand Creation: Hear from industry leaders about real-world examples of effective demand generation.

Wednesday, September 4 (continued)

10:00A–10:15A	BREAK	
10:15A–11:30A	<p>HALL OF FAME & FEATURED SPEAKER</p> <p>SSA FOUNDATION HALL OF FAME INDUCTION</p> <p>This prestigious honor goes to individuals who have made outstanding contributions not only to SSA but also to the storage industry as a whole. This year we honor Anne “The Hat Lady” Ballard, Universal Storage Group.</p> <p>FOUNDATION FORUM FEATURED SPEAKER</p> <p>David Wasserman • THE COOK POLITICAL REPORT</p> <p>David Wasserman is the U.S. House editor and senior election analyst for the independent, nonpartisan publication, the <i>Cook Political Report</i> with Amy Walter. A prominent election analyst respected and trusted by Republicans and Democrats as accurate and impartial, David’s expert commentary regularly appears on TV outlets and in major publications. Called “whip smart” and “scrupulously nonpartisan” by <i>The Los Angeles Times</i>, he analyzes the current political environment, looking at both national and local politics, what the future holds for both political parties, the three critical trends that affect voting, and the 12 clusters of voters that affect voting. Wasserman promises to be lively and entertaining as he gives us his take on Election Year 2024.</p>	Boulevard Ballroom
11:30A–4:00P	TRADE SHOW	Marquee Ballroom
1:30P–4:00P	<p>LARGE OPERATORS COUNCIL MEETING</p> <p><i>For SSA members who own 10 or more facilities and are dues-paying members of the LOC.</i></p> <p>SPONSORED BY: ADVERANK • QUIKSTOR</p>	Cedar 250–254
4:00P–5:00P	<p>LARGE OPERATORS COUNCIL RECEPTION</p> <p><i>For SSA members who own 10 or more facilities and are dues-paying members of the LOC.</i></p> <p>SPONSORED BY: COMPASS BUILDING SYSTEMS</p>	Cedar 250–254
4:00P–4:15P	BREAK	
4:15P–5:30P	<p>EDUCATIONAL ROUNDTABLES</p> <p>Just about every self storage topic you can think of will be addressed in small discussion groups led by knowledgeable facilitators. Table-hopping several times during the session offers you a chance to get as much information as possible on a variety of topics. We will have about 30 topics, so select the tables where the discussion will benefit you most! We will ring the bell at regular intervals to allow you to participate in different table discussions.</p>	Grand Ballroom 118–120
6:00P–7:30P	<p>WELCOME TO LAS VEGAS RECEPTION</p> <p>Kicking off SSA’s Golden Jubilee by celebrating the ’70s!</p> <p>SPONSORED BY: CHATEAU PRODUCTS • RELIABLE COMMERCIAL CONSTRUCTION • ROLLUP DOOR, INC • STEELBLUE • VANTIVA</p>	Boulevard Ballroom



Thursday, September 5

7:00A–3:30P	CONFERENCE & TRADE SHOW REGISTRATION	Grand Prefunction A & B
7:00A–5:00P	<p>SSA MEMBERSHIP • STATE ASSOCIATIONS</p> <p>PRODUCTS & SERVICES BOOTH • SSA FOUNDATION</p>	Grand Prefunction A & B
7:00A–5:00P	<p>SSA CAFÉ</p> <p>Food and beverage service for registered attendees. <i>Badge required</i></p> <p>SPONSORED BY: A & E CONSTRUCTION CO • CUBBY ENTERPRISES, INC • HRIC MD, INC • ROLLUP DOOR, INC • STORAGE COMMANDER</p>	Grand Ballrooms 118–120
8:00A–8:45A	DIVERSITY & INCLUSION COUNCIL BREAKFAST & NETWORKING SESSION	Terrace Ballroom 153

Thursday, September 5 (continued)

8:00A–8:45A

CONCURRENT EDUCATIONAL SESSIONS

ANALYSIS OF SELF STORAGE REITS FIRST HALF 2024 AND YEAR-END PROJECTIONS/ACTIVITIES

Terrace Ballroom 150

SPEAKER: Mare Boorstein • MJ PARTNERS SELF STORAGE GROUP

This session provides a detailed analysis of first-half 2024 earnings results and activities of public self storage companies. It includes an analysis of new revenue management and operations initiatives and year-end projections. Plus, impact of interest rates currently, and from proposed rate cuts.

- ✦ Review (with cap rates) of transactions and developments nationwide.
- ✦ Year-end guidance projections for revenues and NOI.
- ✦ New development metrics, returns and expansions.
- ✦ Joint venture activity and opportunities, third-party management platforms.
- ✦ Capital market activities including debt and equity, new sources.
- ✦ Portfolio Performance by Market: Revenue growth, NOI, rental rates, occupancies.

BEYOND BASICS: ELEVATING MULTI-SITE SELF STORAGE WITH ADVANCED OPERATIONAL TACTICS

Terrace Ballroom 151

SPEAKER: Mark Poole • LIBERTY INVESTMENT PROPERTIES

Elevate your self storage operations with Mark Poole, VP of Operations at Liberty Investment Properties. This advanced session, designed for seasoned owner/operators and multi-facility owners, will transform your strategies. Mark will reveal how to optimize team performance through effective leadership, implement the BIG 5 framework (Team, Quality, Customers, Marketing, Sales) to uphold exceptional standards, enhance customer engagement with innovative techniques, and master operational efficiency with comprehensive reporting and a deep understanding of KPIs and financial metrics. Gain actionable insights to drive profitability and achieve peak performance. Don't miss this chance to transform your operations with new tactics and insights.

BEATING THE MARKET: WHEN TO DEVELOP, EXPAND, BUY, AND SELL

Terrace Ballroom 152

SPEAKER: Brooks Lumpkin • FLEX STORAGE

No one can consistently time the market so they are always buying at the bottom and selling at the top... but in this session we will walk through the economic forces at play in the biggest decisions around storage investment. We will discuss when development makes sense relative to cost of replacement and what the market expectations need to be to support development. We will cover when expansion makes sense and when it may not. We will address how the fastest growing groups underwrite acquisitions and why that may not work for the rest of us. And we will look at how to analyze the potential outcomes of a sale given varying basis, tax strategies, and debt considerations.

8:30A–9:45A

CANADIAN HOT TOPIC PANEL DISCUSSIONS

Grand Ballroom 124

8:45A–9:00A

BREAK

9:00A–10:00A

OPENING GENERAL SESSION

Boulevard Ballroom

Anne Ballard • UNIVERSAL STORAGE GROUP

Anne Ballard, The Hat Lady, will reflect on her 30+ year career in self storage and her experience as an industry pioneer.

10:00A–10:15A

BREAK

10:15A–11:30A

FEATURED SPEAKERS

Boulevard Ballroom

PASSING OF THE TORCH - THE FAMILY BUSINESS IN SELF STORAGE

Mike & Cris Burnam • STORAGEMART

Hear from the stewards of the largest privately owned self storage company in the U.S. Mike and Cris will discuss their self storage journey over the past 50 years and the valuable lessons their family has learned.

11:30A–3:00P

TRADE SHOW

Marquee Ballroom

3:00P–7:00P

EXHIBITOR MOVE-OUT

Thursday, September 5 (continued)

3:00P–4:30P

YOUNG LEADERS GROUP (YLG) EDUCATIONAL SESSION

Grand Ballroom 123

SHOW UP AND STAND OUT – AN EMERGING LEADERS GUIDE TO PROFESSIONAL PRESENCE

SPEAKER: **Karin Reed** • SPEAKER DYNAMICS

Open to non-YLG members under 40 years old.

SPONSORED BY: **AUTOMATIT** • **CHATEAU PRODUCTS** • **KIWI II CONSTRUCTION, INC** • **STORABLE** • **SUPPLYSIDE USA, INC**

3:15P–4:00P

CONCURRENT EDUCATIONAL SESSIONS

BUILDING TRUST WITH AI: AUTHENTIC BRANDING IN A DIGITAL AGE

Terrace Ballroom 150

SPEAKER: **Jamie Boros** • AUTOMATIT

Understand the importance of brand authenticity in the AI era. Learn to use AI tools to foster genuine connections with your audience, increasing trust and brand loyalty. This session will provide insights on how to maintain authenticity while leveraging the latest AI technologies in your marketing efforts.

THE LEGAL FAQs

Terrace Ballroom 151

SPEAKER: **Jeffrey Greenberger** • GREENBERGER & BREWER LLP

Storage operators regularly face questions that they need a short “get them through the night” answer to and cannot always wait for their attorney to call or email them back. In this fast-paced session, Jeff will list some of the most common questions he receives and provide you the short answers you need until you can speak to your legal counsel. Examples of these questions include handling an unsigned rental agreement, how to determine whether personal property stored is abandoned or must proceed to sale, how to handle occupant changes of address, search warrants, subpoenas, and bankruptcy notices. If you wish you knew how to handle any of these problems, this session is perfect for you.

CHARACTER BASED INTERVIEWING (CBI)

Terrace Ballroom 152

SPEAKER: **Troy Coleman** • WESTPORT PROPERTIES INC.

In 1921, Thomas Edison created a written test to evaluate the knowledge of candidates for employment at his company. The Edison Test was a post-application screening tool and the precursor to the modern style job interview. Over 100 years later, most of the traditional interview processes have changed extraordinarily little... until now. Join us for a new perspective on identifying the talent that your business needs to succeed through Character Based Interviews! When you look beyond the resume and help someone talk about what makes them tick (character traits), you get more insights into who they are and who they could be when they join your team!

SETTING YOURSELF APART: COMPETING IN A HIGHLY SATURATED MARKET

Terrace Ballroom 153

SPEAKER: **Theresa Gallas** • JANUS INTERNATIONAL INC.

Differentiating your self storage facility is critical in today's competitive landscape. Hear strategies on how to set your property apart from your competitors while offering tenants the convenient and innovative experience they will pay a premium for.

4:00P–4:15P

BREAK

4:15P–5:00P

CONCURRENT EDUCATIONAL SESSIONS

SELF STORAGE INVESTMENT MARKET - PAST 20 YEARS TO TODAY

Terrace Ballroom 150

SPEAKER: **Brett Hatcher** • MARCUS & MILLICHAP

In this session, we'll take a look at the self storage market over the past 20 years, looking into cap rates, interest rates, sales velocity, who bought and who is buying, the saturation of the market and where the market will go over the next year or two.

WHERE TO FIND OPPORTUNITIES IN SELF STORAGE

Terrace Ballroom 151

SPEAKER: **Tyson Huebner** • YARDI MATRIX

The self storage industry continues to face short-term challenges including persistent new supply, a weak housing market and high interest rates which have crippled the investment market. Current trends aside, however, there are plenty of reasons for optimism in the sector including an inevitable recovery in demand, a deceleration in new deliveries and unprecedented investor interest in the property type. During this session, we will cover:

- ❖ Quick overview of economic and demographic factors impacting the self storage industry.
- ❖ National overview of self storage fundamentals and best and worst performing markets.
- ❖ In-depth look at development activity, including historical and forecasted supply trends.
- ❖ Recent transaction and loan activity.

Thursday, September 5 (continued)

4:15p–5:00p

CONCURRENT EDUCATIONAL SESSIONS (CONTINUED)

APPROPRIATELY HANDLING FIREARMS FOUND IN AUCTION UNITS

Terrace Ballroom 152

SPEAKER: **Carol Mixon & Nick Krendl** • SKILCHECK SERVICES

This session is designed to assist managers and storage operators and owners on how to effectively handle firearms found in auction units. State laws around selling guns vary, which include selling them at a storage auction. This session will include a handout that gives information on each state's ability to sell guns in a storage auction. Learn helpful procedures on how to appropriately deal with a gun found in an auction space. And, get helpful suggestions including updating your rental agreement.

SHARK TANK SESSION FOR SELF STORAGE

Terrace Ballroom 153

SPEAKER: **Bob Dailey** • PEGASUS GROUP

Join this new take on a hot topic. Bob Dailey of Pegasus Group hosts a self storage "shark tank" session where you'll hear seasoned industry operators and developers present a self storage project and in the end, we'll decide whether we would pursue it or modify it before pursuing it.

5:00p–5:15p

BREAK

5:00p–6:30p

SSA WOMEN'S COUNCIL NETWORKING SESSION

Grand Ballroom 121

SPONSORED BY: JANUS INTERNATIONAL • RKA ARCHITECTS, INC • SAVVY STORAGE INSURANCE PROGRAM
STORABLE • SUPPLYSIDE USA, INC

8:00p–10:00p

YOUNG LEADERS GROUP (YLG) NETWORKING RECEPTION

Level Up at MGM Grand

Open to non-YLG members under 40 years old.

SPONSORED BY: AUTOMATIT • CHATEAU PRODUCTS • KIWI II CONSTRUCTION, INC • STORABLE • SUPPLYSIDE USA, INC

Friday, September 6

7:00a–10:00a

SSA MEMBERSHIP • STATE ASSOCIATIONS PRODUCTS & SERVICES BOOTH • SSA FOUNDATION

Boulevard Prefunction

7:00a–10:00a

SSA CAFÉ

Boulevard Ballroom

Food and beverage service for registered attendees. *Badge required*

SPONSORED BY: A & E CONSTRUCTION CO • CUBBY ENTERPRISES, INC • HRIC MD, INC • ROLLUP DOOR, INC • STORAGE COMMANDER

8:00a–8:45a

CONCURRENT EDUCATIONAL SESSIONS

NEW LEGISLATION, NEW TAX SAVINGS ON YOUR SELF STORAGE FACILITY

Terrace Ballroom 150

SPEAKER: **Bill Harbeson** • CAPSTAN TAX STRATEGIES

The recent Inflation Reduction Act has transformed the Energy-Efficient Construction Deduction, boosting the benefit up to \$5.00/SF. Many self storage owners are cashing in on this expanded incentive, and it's important to understand the eligibility requirements and procedure. In this session we'll talk about how owners can benefit from this deduction, what restrictions apply, and how owners may stack the savings by employing the deduction in tandem with cost segregation. Multiple real-life case studies will be reviewed.

AUDITING AND ANALYSIS: IS YOUR PROPERTY AS PROFITABLE AS IT CAN BE?

Terrace Ballroom 151

SPEAKER: **Magen Smith** • ATOMIC STORAGE GROUP

Deep dive into basic and advanced auditing techniques along with simple analysis tools that you can use to increase the profitability of your self storage property.

WHY CLASS A RV & BOAT STORAGE MAKES SENSE

Terrace Ballroom 152

SPEAKER: **Devin Beasley** • CUSHMAN & WAKEFIELD/TOY STORAGE NATION ADVISORY BOARD MEMBER

This session will include: A current view of the RV & boat storage market and what the next five years look like • Advantages of RV & boat storage • Comparison of the current RV & boat storage market to the early days of the traditional storage market • Definition of a Class A facility • Why building Class A is so important • Taking Class B/C to A and where to start

Friday, September 6 (continued)

8:00A–8:45A

CONCURRENT EDUCATIONAL SESSIONS (CONTINUED)

HOW TO NAVIGATE REPUTATION MANAGEMENT IN SELF STORAGE

Terrace Ballroom 153

SPEAKER: **Nate Kinet** • SAFELEASE

Join industry experts discussing the critical topic of reputation management in the self storage industry. A facility's reputation can significantly impact its success, making it crucial for operators to employ effective strategies to maintain and enhance their image. In this session, we will discuss:

Online presence management • Leveraging technology to help • How to optimize reviews for your facility
Best strategy to handle negative reviews • How to leverage positive reviews as a valuable marketing asset
Understanding the best timing for when to ask customers for reviews • How to leverage reviews for critical business insights

8:45A–9:00A

BREAK

9:00A–9:45A

CONCURRENT EDUCATIONAL SESSIONS

GETTING TO MARKET FASTER: DESIGN, COLLABORATION AND INNOVATION

Terrace Ballroom 150

SPEAKER: **Nigel Kreft** • ELEVATE STRUCTURES

In this demanding environment, what can you do to expedite the design and construction process to get to market faster than the competition. We will discuss the three drivers to gain competitive advantage. Design: Engagement of a storage-specific designer, familiar with jurisdiction requirements and current trends in storage. Collaboration: Early engagement of major stakeholders, how they drive help entitlement, delivery method efficiencies, value propositions and budget. Innovation: Driving means and methods and the latest product innovations into storage to help you win.

EXPLORING THE FUTURE: AUTOMATED FACILITIES AND STORAGE LIEN AUCTIONS

Terrace Ballroom 151

SPEAKER: **Amanda Holt** • STORAGETREASURES

Discover how technological advancements are transforming self storage. This session offers a deep dive into the rise of automated facilities and the cutting-edge storage lien auction techniques that have set new standards for lien sale management. This session will provide a comprehensive overview of these groundbreaking trends. Attendees will learn how to effectively use automation and online tools to streamline lien recovery and ensure legal compliance, increase operational efficiency and maximize profitability. Plus, explore the newest methods available to operators to manage auctions and unit cleanouts remotely. Join us to stay ahead of the curve and enhance your operational strategies in the evolving self storage landscape.

GOOGLE'S RANKING FACTORS GOT LEAKED! HERE IS WHAT IT MEANS FOR SELF STORAGE MARKETING

Terrace Ballroom 152

SPEAKER: **Chris Carroll** • LAB COAT MARKETING

A trove of leaked Google documents has given us an unprecedented look inside Google Search and revealed some of the most important elements Google uses to rank content. In this presentation we will present what this means for self storage marketing. We will also give you the full picture on what it takes to compete with REITs and win your local market on Google.

KNOW YOUR AUDIENCE! HOW TO PROPERLY MARKET TO DIFFERENT GENERATIONS

Terrace Ballroom 153

SPEAKER: **Jessica Johnson** • SBOA

Marketing to different generations requires understanding their unique characteristics and preferences. By tailoring your approach to fit these distinctions, you can create more effective marketing strategies that resonate with each generation, ultimately driving better engagement and higher conversion rates. In this session we will discuss:

Why its important to market to different generations • How to market to different generations
Metrics you should be tracking to ensure effectiveness • Technology different generations are using
Channel and communication preferences of each generation

9:45A–10:00A

BREAK

10:00A–11:15A

CLOSING GENERAL SESSION

Boulevard Ballroom

LEGISLATIVE UPDATE AND LEGAL Q&A

PRESENTERS: **Carlos Kaslow** • SELF STORAGE LEGAL NETWORK

Joe Doherty • SVP, CHIEF LEGAL & LEGISLATIVE OFFICER

It's been another busy year on the industry legal and legislative fronts. Self Storage Association attorneys Joe Doherty and Carlos Kaslow provide in-depth updates on developments involving new statutes, class action threats and other legal challenges. The 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.

EXHIBITOR BOOTH LIST

subject to
modification

For nearly 50 years, the SSA has continued to provide the necessary tools and resources you need to help you move ahead of your competition. Our exhibitors display the best and most innovative products and services you need to develop, build, and operate your self storage business. Talk with our vendors.

Please see below for a list of exhibiting companies and their booth numbers. For more information on each company please refer to the SSA Fall Conference mobile app or our website: selfstorage.org

6Storage Software Solutions	147	Cornerstone Specialty Wood Products	350	HW Engineering	657
Absolute Storage Management	461	Cover Roofing Solutions	562	Inside Self-Storage	257
Accent Building Restoration	319	Crescendo Self Storage Management (CSSM)	167	IOA	618
Access Control Technologies	306	CSSI	100	iPostal1	114
Adverank	568	CSSI Energy Services	102	IUA Insurance	536
AI Lean	646	Cubby Enterprises, Inc	165	Janus International	301
All From 1 Supply	318	CubeSmart	407	JMN Architecture, P.C.	640
ARCO	322	DAG Worldwide	266	Jordan Architects, Inc.	161
Argus Self Storage Advisors	534	DaVinci Lock	206	JustStorage	162
Atlas Asphalt	668	DBCI	207	Kingspan Insulated Panels	469
Atomic Storage Group	144	Deans & Homer	354	Kiwi II Construction, Inc.	423
Automated Security	126	Designhaus Architecture	623	Kure It Cancer Research	Reg
Automatit	447	DoorKing Inc	663	Largo Real Estate Advisors Inc.	570
Baja Construction Co., Inc.	101	Eagle Eye Networks	654	Late2Lien	366
Bank Five Nine	250	EAPC Architects Engineers	124	Live Oak Bank	450
BDA Systems Co	356	Eastern Union Funding	642	Lockerfox	246
Berkadia Commercial Mortgage	463	Easy Storage Solutions	255	Mag Mile Capital	264
BETCO	307	Elevate Structures	129	MaintenX	270
Bid13.com		Engrain	128	MakoRabco	113
Free Online Storage Auctions	647	eTest	Reg	Marcus & Millichap	213
Blink Signs	169	Everbrite, Inc.	348	Mariottini Construction Inc.	649
BMSGRP Self Storage Consulting	620	Extra Space Storage	518	Matthews Real Estate Investment Services	157
Boxwell	141	Ezzi Signs	560	Metrolina Builders	267
CA Self Storage Association	465	FLEX Storage Systems	160	Miller Buildings, Inc.	104
Capco General Contracting	508	Forge Building Company LLC	622	MiniCo Insurance	218
Charity Storage	373	Frank G. Relf Architect, P.C.	151	Modern Storage Media	371
Chateau Products	413	G5	418	Monarch Construction Management	466
Citizen Storage Management LLC	106	Go Local Interactive	262	Mule-Hide Products	464
Compass Building Systems	349	Griffco Design/Build, Inc.	135	NAI Global	566
Complete Metal Buildings LLC	163	HRIC Md Inc.	522	National Tax Group	367

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New Century Doors and Building Components Inc	664	Safestor Tenant Insurance	525	StorTrack	263
NexPoint Storage Partners, Inc.	347	Salient Sign Studio	130	SupplySide USA, Inc	548
On The Move Insurance	346	Sauls Storage Group, LLC	166	SupplySigns	546
On The Move Trucks	235	Savvy Storage Insurance Program	328	swivl	118
Onity	149	SBOA (Storage Business Owners Alliance)	108	Tell Door & Hardware	148
OpenTech Alliance, Inc	219	SBS Construction	460	Tenant Inc.	547
Peak Steel Buildings	467	Self Storage Manager, Inc.	406	Tenant Property Protection	254
Peikko USA	567	Self Storage Plus	555	The BSC Group	561
Perlo Construction	142	selfstorageauction.com	271	The Feldman Companies	140
Pilot Door Systems	369	Sentinel Systems, llc	361	The Storage Acquisition Group	629
Plankton Energy	171	Skyscape Architectural Canopies	473	The Storage Group	351
Portable Storage Box Co	513	Space Shop Self Storage	120	Toy Storage Nation	564
Practical Storage LTD	168	SpareBox Technology	119	Trachte Building Systems	323
Propelled Brands	164	SpiderDoor LLC	234	Trac-Rite Door	335
ProSteel Buildings LLC	154	Starwood Mortgage Capital	134	TractIQ	625
PSE Consulting Engineers, INC	269	Steel & Metal Systems	535	TRUEGRID Pavers	308
PTI Security Systems	441	SteelBlue	455	U-Haul Self Storage Affiliate Network	519
Public Storage	229	Storable	329	Union Realtime, LLC	648
Purely Storage, Inc.	635	Storage Commander	507	United Structural Design	150
QuikStor	401	Storage Construction	125	Universal Storage Containers	355
R.W. Rogers Company, Inc.	637	Storage Income Pros	541	Universal Storage Group	247
R7 Group	563	Storage Xpress	655	US Energy Services, Inc.	572
Rapid Building Solutions, LLC	435	StorageDefender	557	US LED, Ltd.	260
Reliable Commercial Construction	641	Storagely.io	107	Vantiva	422
Rental Payment Solutions	136	StorageMart	222	Videoloft	662
Rhombus	268	StoragePRO Management, Inc.	446	Waikato Enterprises, Inc.	543
RIPCO Self-Storage	656	StoragePug	249	Wayne Dalton	501
RKAA Architects, Inc.	208	StorageReach	470	Whitney Development	471
Rollup Door Inc.	634	StorApp	122	William Knight Insurance Agency	155
Rycon Construction Inc	661	StoreEase Virtual Management	429	World Insurance Associates	265
Rytec Corporation	619	Storeganise Limited	660	Xercor Insurance Services	313
SAA Architects	261	StorQuest Self Storage	419	XPS Solutions	360
SafeLease	449	StorSuite	368	Yardi	201
				Zion Call Management	156