



#SSASPRING24

# 2024 SPRING CONFERENCE & TRADE SHOW

MARCH 12-14, 2024

GAYLORD NATIONAL RESORT  
& CONVENTION CENTER

NATIONAL HARBOR, MD



# ONSITE PROGRAM

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# WELCOME TO MARYLAND!



By *Todd Snook*

Welcome to Maryland, home to the Baltimore Ravens, Baltimore Orioles, Old Bay Seasoning, and the best blue crabs in the country! As a proud Maryland resident and storage operator, it is my honor to officially welcome you to the SSA Spring Conference & Trade Show at the

Gaylord National Resort at National Harbor.

Our meeting location is neighboring our nation’s capital, so you can come early or stay a day later to visit the monuments, museums and many other historic attractions. For those who prefer to stay on site or nearby, the Gaylord National, National Harbor and the MGM Casino offer many diverse dining and entertainment opportunities.

This venue is ideal for storage owners in the Northeast to attend. The drive from Philadelphia, New York and Richmond is only a few hours, so you can bring your partners and staff for the wonderful educational and networking opportunities. The state associations from Maryland, Virginia, Pennsylvania and New Jersey hosted a joint Mid-Atlantic conference here last May, and it was a resounding success.

I encourage all storage operators to join the national SSA as well as your respective state association. Not only are there countless educational and networking opportunities, but together we can work locally and nationally to affect the legislation that impacts our industry. Stop by the SSA Membership booth on the trade show floor more information on your state association.

This event features many ways to learn from the best and brightest, including the Economic Summit and Managers Summit, concurrent sessions, roundtable discussions and dozens of expert speakers.

Open on Tuesday and Wednesday, the trade show is a treasure trove of companies that can impact your business moving forward. I highly recommend you download the conference app to determine in advance the vendors you want to meet with.

Nobody provides more ways to meet fellow operators and vendors than the SSA. Take advantage of this opportunity by hanging out with your peers in the SSA Café and by attending events for the Young Leaders Group, Large Operators Council, SSA Women’s Council and the Diversity & Inclusion Council.

I hope you enjoy your visit to Maryland as well as the SSA Spring Conference!

*Todd Snook has served on the Maryland SSA board of directors for several years. He and his wife, Tina, own Valley Storage, which is headquartered in Maryland.*

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## EXHIBIT HOURS

**TUESDAY, MARCH 12**

**3:30PM – 7:30PM**

*(Includes reception in trade show hall)*

**WEDNESDAY, MARCH 13**

**11:30AM – 2:30PM**

### EXHIBIT HALL ACCESSIBILITY “AFTER HOURS”

If you need extra time to talk with a vendor when the Exhibit Hall is closed, simply make an appointment to meet them at the entrance to the Hall at a specified time. The vendor has access and will escort you to their booth. When you have completed your business, the vendor will escort you out of the Hall. This procedure ensures Hall security is not compromised for booths that are unattended but does allow for you to spend additional time with our vendors. No one under the age of 16 allowed in the trade show hall during exhibit hours or under the age of 18 during move-in and move-out.

Any activity not listed in this program is not sponsored and/or sanctioned by the Self Storage Association. SSA educational sessions and materials provide information on current developments and topics of interest to the industry. SSA does not specifically endorse the content presented due to its general nature, and it should not be considered as legal or professional advice. Professional counsel should be consulted concerning specific situations. The ideas and opinions expressed in the sessions, and in any handout materials provided, are those of the presenter(s). They are not those of the SSA, nor can any endorsement by the SSA be claimed.

## 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.

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#### SSA 101

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Elevate Structures  
Public Storage

## BADGE IDENTIFICATION

Badges must be worn at all SSA events!

They are coded to help you identify our attendees.

- No Color .....Full & Additional Registrants
- Black.....Wednesday One Day Conference
- Red.....Exhibitors
- Blue .....Wednesday Trade Show Only
- Yellow .....Tuesday Trade Show Only
- Green.....Managers or Economic Summit Only

## DON'T LOSE YOUR BADGE!

A \$30 badge replacement fee will be charged for any lost badges.

Drink tickets will not be replaced.

## YOUR COMMENTS ARE IMPORTANT

We rely on your comments and suggestions to help us tailor our programs to meet your needs. Conference Evaluation Surveys will be emailed to all registrants shortly after the conference. We encourage you to take a few minutes to give us your feedback. Submit your survey in a timely manner, and you'll be entered in SSA's drawing for a FREE REGISTRATION to a future SSA Conference and Trade Show!

## CONFERENCE PROCEEDINGS & SESSION RECORDINGS

Speakers were encouraged to provide handouts to enhance their presentations. If provided, these are included in the conference Proceedings Manual, and are provided to conference registrants (Full, Additional, and One-Day Only categories) electronically, after the conference. Electronic downloads of approved recorded sessions will be provided free of charge to SSA Members in the Full or Additional Registrant Category. For all others, the downloads will be available for purchase on our website, a few weeks after the conference.

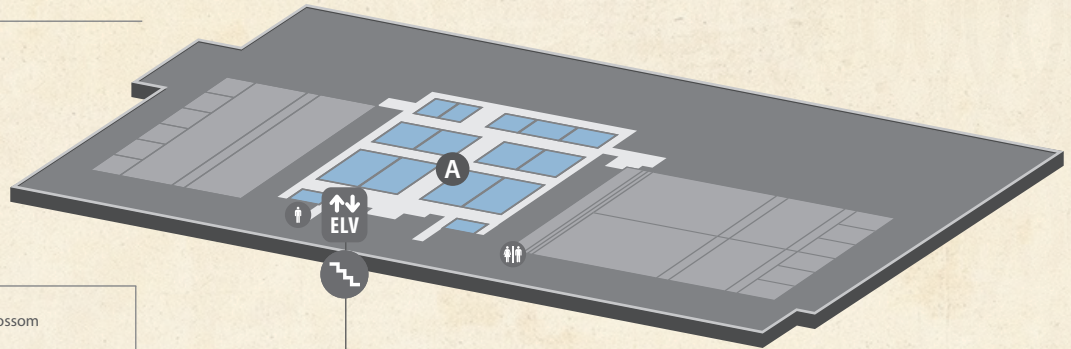


# GAYLORD NATIONAL RESORT & CONFERENCE CENTER

Please take a few minutes to acquaint yourself with the layout of this convention center. It will make your conference experience more pleasant if you locate the various function rooms before you need to find them.

## National Harbor Conference Rooms

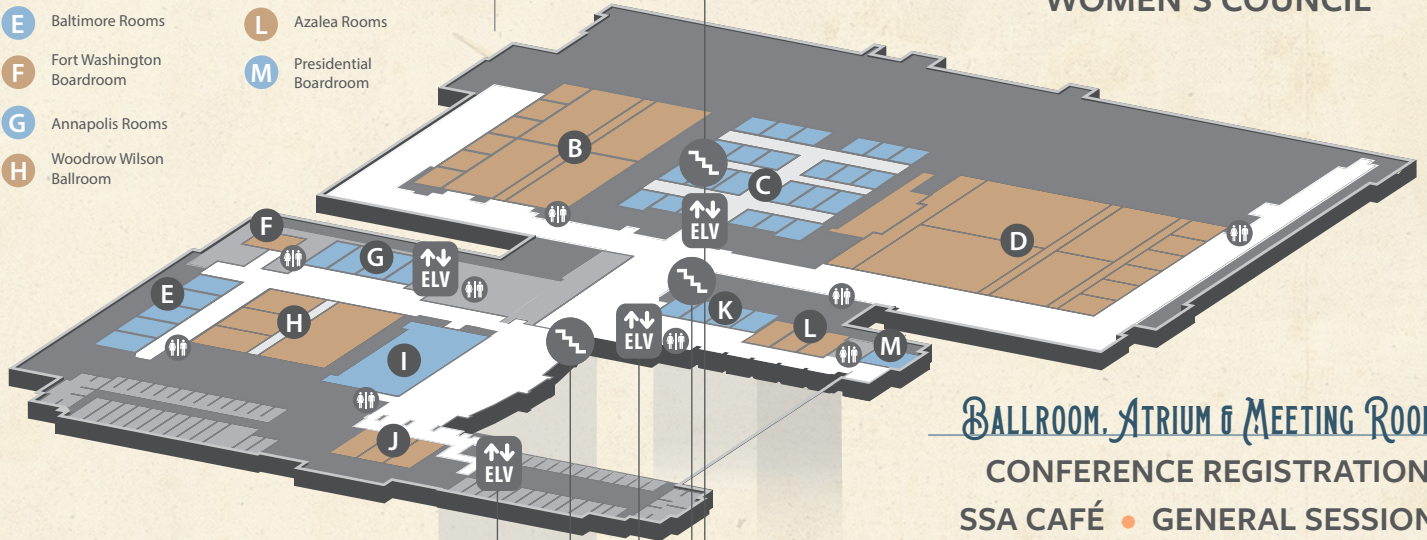
**A** National Harbor Conference Rooms



**NATIONAL HARBOR CONFERENCE ROOMS**  
**WOMEN'S COUNCIL**

## Ballroom Level

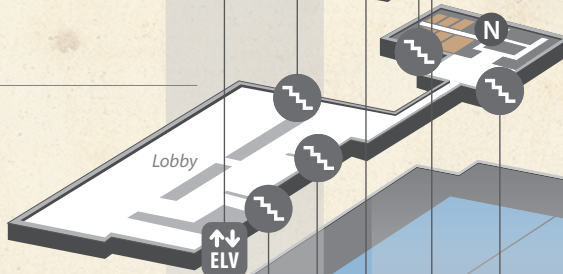
- B** Maryland Ballroom
- C** Chesapeake Conference Rooms
- D** Potomac Ballroom
- E** Baltimore Rooms
- F** Fort Washington Boardroom
- G** Annapolis Rooms
- H** Woodrow Wilson Ballroom
- I** Cherry Blossom Ballroom
- J** Magnolia Rooms
- K** Camellia Rooms
- L** Azalea Rooms
- M** Presidential Boardroom



**BALLROOM, ATRIUM & MEETING ROOMS**  
CONFERENCE REGISTRATION  
SSA CAFÉ • GENERAL SESSIONS  
CONCURRENT SESSIONS • LOC  
MEMBERSHIP, FOUNDATION  
PRODUCTS-SERVICES  
YLG • DIVERSITY & INCLUSION

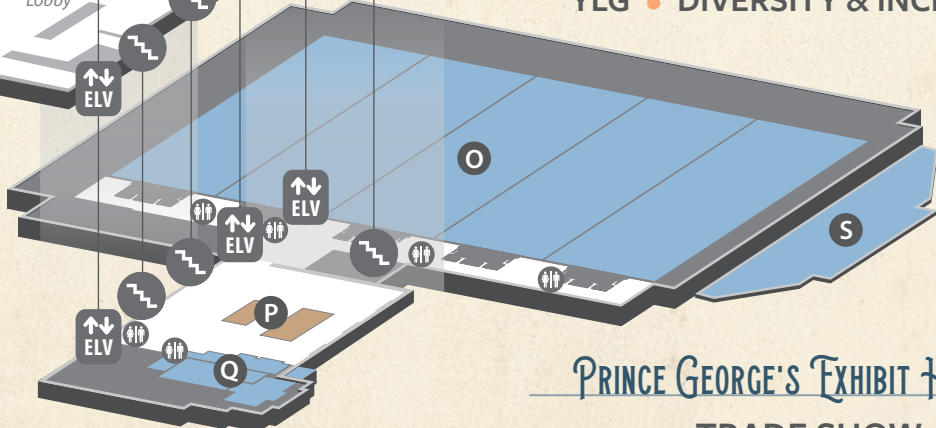
## Lobby Level

**N** Mezzanine Conference Rooms



## Lower Atrium

- O** Prince George's Exhibition Hall
- P** Town Square
- Q** Eastern Shore Meeting Space
- R** RiverView Ballroom



**PRINCE GEORGE'S EXHIBIT HALL C/D**  
**TRADE SHOW**

# DAILY PROGRAM AT-A-GLANCE



TUESDAY MARCH 12	
7:00A-2:30P	PG Exhibit Hall CD <b>EXHIBITOR MOVE-IN</b>
7:00A-6:00P	Cherry Blossom Lobby <b>CONFERENCE &amp; TRADE SHOW REGISTRATION</b>
7:00A-6:00P	Woodrow Wilson Reg <b>MEMBERSHIP   PRODUCTS-SERVICES STATE ASSOCIATIONS SSA FOUNDATION COUNTER</b>
7:00A-5:00P	Cherry Blossom Lobby <b>SSA CAFÉ</b> SPONSORED BY HRIC, INC. • MERCK GENERAL CONTRACTING, LTD STORAGE COMMANDER SOFTWARE LLC STORAGE CONSTRUCTION
9:00A-11:00A	Baltimore 5 <b>AFFILIATED ASSOCIATIONS COUNCIL (AAC) MEETING</b> <i>By invitation only</i>
11:00A-12:00P	Annapolis 3-4 <b>SSA 101: MAXIMIZE YOUR EXPERIENCE</b> SPONSORED BY KIWI II CONSTRUCTION, INC. PETERSON COMPANIES
1:00P-4:00P	Cherry Blossom Ballroom <b>SELF STORAGE ECONOMIC SUMMIT</b> <i>Separate fee required</i> <b>KEYNOTE</b> HESSAM NADJI • Marcus & Millichap <b>FEATURED SPEAKER</b> JP CONKLIN • Penford <b>PANELISTS:</b> DEVIN HUBER • The BSC Group (MODERATOR) GREG MACKAY • Inland Devon Self Storage NOAH MEHRKAM • Self Storage Plus NOAH OBUCHOWSKI • Poverni Sheikh Group RICK SCHONTZ • City Line Capital BROUGHT TO YOU BY: THE BSC GROUP
1:30P-3:30P	Annapolis 1-2 <b>SELF STORAGE MANAGERS SUMMIT</b> <i>Separate fee required</i> <b>CAN MANAGERS HAVE AN EFFECT ON REVENUE? YES!</b> <b>SPEAKERS</b> DAVID COOPER • Storage King USA JIM MOONEY, JR. • Freedom Storage Management SPONSORED BY VANTIVA
2:00P-3:30P	Baltimore 3-4 <b>YOUNG LEADERS GROUP (YLG) MEETING</b> <i>Requires membership in the YLG.</i> SPONSORED BY AUTOMATIT • CHATEAU PRODUCTS • DAVINCI LOCK KIWI II CONSTRUCTION, INC. • STORABLE
3:30P-7:30P	PG Exhibit Hall CD <b>TRADE SHOW OPEN</b>
6:00P-7:30P	PG Exhibit Hall CD <b>OPENING NIGHT SPONSORS RECEPTION</b>

WEDNESDAY MARCH 13	
7:00A-3:30P	Cherry Blossom Lobby <b>CONFERENCE &amp; TRADE SHOW REGISTRATION</b>
7:00A-5:00P	Woodrow Wilson Reg <b>MEMBERSHIP   PRODUCTS-SERVICES STATE ASSOCIATIONS SSA FOUNDATION COUNTER</b>
7:00A-5:00P	Cherry Blossom Ballroom <b>SSA CAFÉ</b> SPONSORED BY HRIC, INC. • MERCK GENERAL CONTRACTING, LTD STORAGE COMMANDER SOFTWARE LLC STORAGE CONSTRUCTION
7:45A-8:30A	<b>CONCURRENT EDUCATIONAL SESSIONS</b> <b>THE KEYS TO CREATING A "SMART BUILDING"</b> Annapolis 1-2 <b>WHAT'S IN STORE FOR 2024 - FULL YEAR FORECASTS AND COMPARISONS OF PUBLIC SELF STORAGE COMPANIES</b> Annapolis 3-4 <b>UNDERWRITING 101: FOR THE SELF STORAGE OWNER</b> Baltimore 1-2 <b>KEEP THESE WORDS OUT OF YOUR MOUTH</b> Baltimore 3-4
8:30A-8:45A	<b>BREAK</b>
8:45A-9:45A	Woodrow Wilson Ballroom <b>OPENING SESSION</b> <b>SELF STORAGE PERFORMANCE AND OUTLOOK</b> <b>PRESENTERS</b> JEFF ADLER AND TYSON HUEBNER Yardi Matrix
9:45A-10:00A	<b>BREAK</b>
10:00A-11:15A	Woodrow Wilson Ballroom <b>FEATURED SPEAKERS</b> <b>POLITICS 2024! ELECTION YEAR INSIGHT FROM THE BELTWAY GOVERNORS</b> <b>MODERATOR</b> JOHN GILLILAND • Investment Real Estate LLC <b>SPEAKERS</b> GOVERNOR LARRY HOGAN (MD) GOVERNOR TERRY McAULIFFE (VA)
11:30A-2:30P	PG Exhibit Hall CD <b>TRADE SHOW OPEN</b>
1:30P-5:00P	Eastern Shore <b>LARGE OPERATORS COUNCIL (LOC) MEETING &amp; RECEPTION</b> <i>Requires membership in the LOC.</i> SPONSORED BY VERITEC SOLUTIONS
2:45P-4:00P	Cherry Blossom Ballroom <b>ROUNDTABLE DISCUSSIONS</b>

WEDNESDAY (cont.) MARCH 13	
4:00P-4:45P	<b>CONCURRENT EDUCATIONAL SESSIONS</b> <b>PHYSICAL &amp; DIGITAL CURB APPEAL: DRIVING RENTALS WITH A GOOD FIRST IMPRESSION</b> Annapolis 1-2 <b>SO YOU'RE OPERATING REMOTELY, BUT ARE YOU REALLY MANAGING?</b> Annapolis 3-4 <b>NAVIGATING MARKET HEADWINDS: PROVEN STRATEGIES FOR STORAGE OPERATORS</b> Baltimore 1-2
4:00P-5:00P	Chesapeake 7-9 <b>DIVERSITY &amp; INCLUSION COUNCIL NETWORKING SESSION</b> SPONSORED BY SUPPLY SIDE USA
4:45P-5:00P	<b>BREAK</b>
5:00P-5:45P	<b>CONCURRENT EDUCATIONAL SESSIONS</b> <b>OPERATOR 360° INSIGHTS: TECH, TACTICS, AND LEGAL DYNAMICS IN STORAGE</b> Annapolis 1-2 <b>MARKETING WHAT MATTERS: CASE STUDIES OF HIGH-PERFORMING SELF STORAGE OPERATORS</b> Annapolis 3-4 <b>AI AUTOMATION + HUMAN INTELLIGENCE = MORE BETTER LEADS</b> Baltimore 1-2
5:00P-6:00P	National Harbor 12-13 <b>WOMEN'S COUNCIL NETWORKING SESSION</b> SPONSORED BY JANUS INTERNATIONAL • RKA ARCHITECTS, INC. SAVVY STORAGE INSURANCE PROGRAM • STORABLE SUPPLY SIDE USA
6:00P-7:30P	Woodrow Wilson Ballroom <b>WELCOME TO NATIONAL HARBOR RECEPTION</b> GENEROUSLY SPONSORED BY BAJA CONSTRUCTION CO., INC. PETERSON COMPANIES SELF STORAGE PLUS • VANTIVA
8:00P-10:00P	Belvedere Lobby Bar <b>YLG SOCIAL GATHERING</b> <i>Membership in the YLG required.</i> SPONSORED BY AUTOMATIT • CHATEAU PRODUCTS • DAVINCI LOCK KIWI II CONSTRUCTION, INC. • STORABLE

THURSDAY MARCH 14	
7:00A-10:30A	Woodrow Wilson Ballroom <b>SSA CAFÉ</b> SPONSORED BY HRIC, INC. • MERCK GENERAL CONTRACTING, LTD STORAGE COMMANDER SOFTWARE LLC STORAGE CONSTRUCTION
7:30A-11:30A	Woodrow Wilson Reg <b>MEMBERSHIP   PRODUCTS-SERVICES STATE ASSOCIATIONS SSA FOUNDATION COUNTER</b>
8:00A-8:45A	<b>CONCURRENT EDUCATIONAL SESSIONS</b> <b>MAXIMIZING TENANT EXPERIENCE THROUGH AUTOMATION AND SECURITY IN SELF STORAGE FACILITIES</b> Annapolis 1-2 <b>THE IMPORTANCE OF EMPLOYEE ONBOARDING AND THE INFLUENCE OF COMPANY BRANDING</b> Annapolis 3-4 <b>DON'T KILL YOUR GOLDEN GOOSE- SUCCESSION STRATEGIES TO PROTECT &amp; PERPETUATE YOUR BUSINESS</b> Baltimore 1-2 <b>REAL ESTATE APPRAISALS &amp; TAX APPEALS</b> Baltimore 3-4
8:45A-9:00A	<b>BREAK</b>
9:00A-9:45A	<b>CONCURRENT EDUCATIONAL SESSIONS</b> <b>MAXIMIZING OPERATIONAL EFFICIENCY WITHIN TRADITIONAL, HYBRID, AND REMOTE PROPERTY MANAGEMENT</b> Annapolis 1-2 <b>DATA REVOLUTION: WALK-INS, WEBSITES, AND AGGREGATORS - MASTERING THE ART OF CONVERSION IN THE DIGITAL AGE</b> Annapolis 3-4 <b>KEYS TO SUCCESSFULLY FINANCING SELF STORAGE IN TODAY'S NEW LENDING ENVIRONMENT</b> Baltimore 1-2 <b>WINNING YOUR SELF STORAGE ZONING BATTLE: EVEN IN THE FACE OF UNCERTAINTY</b> Baltimore 3-4
9:45A-10:00A	<b>BREAK</b>
10:00A-11:15A	Woodrow Wilson Ballroom <b>CLOSING GENERAL SESSION</b> <b>THE SELF STORAGE LEGAL NETWORK POWER HOUR</b> <b>PRESENTERS</b> CARLOS KASLOW AND SCOTT ZUCKER

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# PRE-CONFERENCE EVENTS

## SELF STORAGE ECONOMIC SUMMIT

SEPARATE FEE REQUIRED

Tuesday, March 12 • 1:00 – 4:00P

### WELCOME & INTRODUCTIONS

**TIM DIETZ** • CEO, Self Storage Association

**SHAWN HILL** • Principal, The BSC Group

### KEYNOTE SPEAKER

**HESSAM NADJI**

Marcus & Millichap



### FEATURED SPEAKER

**JP CONKLIN**

The Rate Guy, Pensford



### PANEL

(MODERATOR)

**DEVIN HUBER**

The BSC Group

**GREG MACKAY**

Inland Devon  
Self Storage

**NOAH MEHRKAM**

Self Storage Plus

**NOAH OBUCHOWSKI**

Poverni Sheikh Group

**RICK SCHONTZ**

City Line Capital

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## SELF STORAGE MANAGERS SUMMIT

SEPARATE FEE REQUIRED

Tuesday, March 12 • 1:30 – 3:30P

### CAN MANAGERS HAVE AN EFFECT ON REVENUE? YES!

Managers are important! A GREAT manager can have a huge impact on the stores' revenue by focusing on everyday tasks that might not feel tied into the success of the facility. Here's what we'll cover:

- ❖ **INQUIRIES** Understanding the per lead value and how being reactive and responsive to the timeliness of the manager is critical.
- ❖ **RENTALS** Showing the manager how to figure out the length of stay and the true value of every rental.
- ❖ **UPSELLING** Whether it is rent or insurance/protection plan... Every manager we encounter always says "the customer wants the lowest price." We are going to show them that this is not true, through data and statistics.
- ❖ **WAIVING OF FEES** Again another lost focus point, we will educate the manager on the tools they have at their disposal to never need to waive a fee again.
- ❖ **PROTECTION PLAN/INSURANCE** Show the value of having all customers protected, plus it is a requirement of the lease.
- ❖ Plus a few other daily topics, marketing, locks and merchandise sales, etc.

### PRESENTERS

**DAVID COOPER** • Storage King USA

**JIM MOONEY, JR.** • Freedom Storage Management

GENEROUSLY SPONSORED BY



# CONFERENCE SCHEDULE

## TUESDAY, MARCH 12

7:00A–2:30P	<b>EXHIBITOR MOVE-IN</b>	PG Exhibit Hall CD
7:00A–6:00P	<b>REGISTRATION FOR CONFERENCE &amp; TRADE SHOW</b>	Cherry Blossom Lobby
7:00A–6:00P	<b>MEMBERSHIP   PRODUCTS-SERVICES STATE ASSOCIATIONS   SSA FOUNDATION COUNTER</b>	Woodrow Wilson Reg
7:00A–5:00P	<b>SSA CAFÉ</b> GENEROUSLY SPONSORED BY: <b>HRIC, INC. • MERCK GENERAL CONTRACTING, LTD STORAGE COMMANDER SOFTWARE LLC • STORAGE CONSTRUCTION</b>	Cherry Blossom Lobby
9:00A–11:00A	<b>AFFILIATED ASSOCIATIONS COUNCIL (AAC) MEETING</b> (by invitation only)	Baltimore 5
11:00A–12:00P	<b>SSA 101: MAXIMIZE YOUR EXPERIENCE</b> SSA staff give first-time attendees and new members an overview of the Self Storage Association and how best to navigate and maximize their first conference. GENEROUSLY SPONSORED BY: <b>KIWI II CONSTRUCTION, INC. • PETERSON COMPANIES</b>	Annapolis 3–4
1:00P–4:00P	<b>SELF STORAGE ECONOMIC SUMMIT</b> (SEPARATE FEE REQUIRED) KEYNOTE: <b>HESSAM NADJI</b> • Marcus & Millichap FEATURED SPEAKER: <b>JP CONKLIN</b> • Penford PANELISTS: <b>DEVIN HUBER</b> • The BSC Group (MODERATOR) <b>GREG MACKAY</b> • Inland Devon Self Storage   <b>NOAH MEHRKAM</b> • Self Storage Plus <b>NOAH OBUCHOWSKI</b> • Poverni Sheikh Group   <b>RICK SCHONTZ</b> • City Line Capital BROUGHT TO YOU BY: <b>THE BSC GROUP</b>	Cherry Blossom Ballroom
1:30P–3:30P	<b>SELF STORAGE MANAGERS SUMMIT</b> (SEPARATE FEE REQUIRED) <b>CAN MANAGERS HAVE AN EFFECT ON REVENUE? YES!</b> SPEAKERS: <b>DAVID COOPER</b> • Storage King USA   <b>JIM MOONEY, JR.</b> • Freedom Storage Management Managers are important! A GREAT manager can have a huge impact on the stores' revenue by focusing on everyday tasks that might not feel tied into the success of the facility. Here's what we'll cover: <ul style="list-style-type: none"><li>❖ Inquiries: Understanding the per lead value and how being reactive and responsive to the timeliness of the manager is critical</li><li>❖ Rentals: Showing the manager how to figure out the length of stay and the true value of every rental</li><li>❖ Upselling: Whether it is rent or insurance/protection plan.... Every manager we encounter always says "the customer wants the lowest price." We are going to show them that this is not true, through data and statistics</li><li>❖ Waiving of fees: Again another lost focus point, we will educate the manager on the tools they have at their disposal to never need to waive a fee again</li><li>❖ Protection Plan/Insurance: Show the value of having all customers protected, plus it is a requirement of the lease</li><li>❖ Plus a few other daily topics, marketing, locks and merchandise sales etc.</li></ul> GENEROUSLY SPONSORED BY: <b>VANTIVA</b>	Annapolis 1–2





# CONFERENCE SCHEDULE

SUBJECT TO CHANGE

## TUESDAY, MARCH 12 (continued)

**2:00P–3:30P**      **YOUNG LEADERS GROUP (YLG) MEETING**      *Baltimore 3–4*

*Requires membership in the YLG.*

MODERATOR: **DEVIN BEASLEY** • Cushman & Wakefield

PRESENTERS: **ANDREW CAPRANOS** • 10 Federal Self Storage | **CLIFF HITE** • Stein Investment Group  
**MARK POOLE** • Liberty Investment Properties | **ALYSSA QUILL** • Storage Asset Management

As the self storage sector resets to pre-2020 standards with post-2022 practices and the aftermath of two large transactions take effect, the industry has adopted many changes; most of which are here to stay. Operators are facing changing demand in an environment with lower marketed rental rates and increasing uncontrollable expenses that require stronger revenue management strategies and creative ways to approach their business. This YLG panel will cover operational best practices, recent trends, the evolution of the self storage industry and predictions for the year ahead.

GENEROUSLY SPONSORED BY: **AUTOMATIT** • **CHATEAU PRODUCTS** • **DAVINCI LOCK**  
**KIWI II CONSTRUCTION, INC.** • **STORABLE**

**3:30P–7:30P**      **TRADE SHOW OPEN**      *PG Exhibit Hall CD*

**3:30P–7:30P**      **MEMBERSHIP | PRODUCTS-SERVICES**      *Booth 351*  
**STATE ASSOCIATIONS | SSA FOUNDATION BOOTH**

**6:00P–7:30P**      **OPENING NIGHT SPONSORS RECEPTION**      *PG Exhibit Hall CD*

## WEDNESDAY, MARCH 13

**7:00A–3:30P**      **REGISTRATION FOR CONFERENCE & TRADE SHOW**      *Cherry Blossom Lobby*

**7:00A–5:00P**      **MEMBERSHIP | PRODUCTS-SERVICES**      *Woodrow Wilson Reg*  
**STATE ASSOCIATIONS | SSA FOUNDATION COUNTER**

**7:00A–5:00P**      **SSA CAFÉ**      *Cherry Blossom Ballroom*

GENEROUSLY SPONSORED BY: **HRIC, INC.** • **MERCK GENERAL CONTRACTING, LTD**  
**STORAGE COMMANDER SOFTWARE LLC** • **STORAGE CONSTRUCTION**





# WEDNESDAY, MARCH 13 (continued)

7:45A–8:30A

## CONCURRENT EDUCATIONAL SESSIONS

### THE KEYS TO CREATING A “SMART BUILDING”

*Annapolis 1–2*

 PRESENTERS: **TERESA GALLAS** AND **MATT MAURER** • Janus International

Smart Buildings offer current technology and premium experiences but are so much more. Learn how to build your self storage facility with the future in mind.

### WHAT’S IN STORE FOR 2024 - FULL YEAR FORECASTS AND COMPARISONS OF PUBLIC SELF STORAGE COMPANIES

*Annapolis 3–4*

 PRESENTER: **MARC BOORSTEIN** • MJ Partners Self Storage Group

Analysis of earnings results from 2023 and most recent quarter for each of the public self storage REITs - Public Storage, Extra Space, CubeSmart, NSA. Details of various market performances nationwide, leading to individual company guidance projections for operations (revenues, expenses and NOI), investment activities, new developments, joint ventures and growing loan programs. Highlights include:

- ✦ Guidance ranges for 2024
- ✦ Recent transactions with cap rates
- ✦ Update of Life Storage merger with Extra Space Storage
- ✦ New revenue management and platform initiatives
- ✦ Joint venture activities and opportunities
- ✦ Operations performance by market including occupancies, rental rates, revenues and expenses
- ✦ New supply updates
- ✦ Third-party management platforms
- ✦ Capital market activities

### UNDERWRITING 101: FOR THE SELF STORAGE OWNER

*Baltimore 1–2*

 PRESENTER: **JANE SAULS** • Sauls Storage Group LLC

Unlock the potential of your self storage facility with “Underwriting 101: for the Self Storage Owner.” Discover the crucial metrics essential for investors and bankers in evaluating your property’s value. Learn to maximize returns by gaining insights into the often-misunderstood valuation method in commercial real estate. This session empowers you to understand and control variables impacting valuation, focusing on actionable strategies. Highlights include decoding the algebraic capitalization valuation equation, distinguishing controllable vs. non-controllable variables, and key non-technical takeaways for strategic decision-making.

### KEEP THESE WORDS OUT OF YOUR MOUTH

*Baltimore 3–4*

 PRESENTER: **JEFFREY GREENBERGER** • Greenberger & Brewer, LLP

In light of the recent popularity of the saying, “keep these names out of your mouth,” our speaker, Jeff Greenberger was reminded there are many words and terms you should not use in your self storage operations. Words can have unintended meanings and create misunderstandings. The way words can create improper reliance on features or operations at your facility, that you may have never intended. Examples include, calling your lease term renewal an anniversary date or claiming your facility has video surveillance. If you do not understand why terms such as these should not be used in your operations, you should attend this informative and humorous session.





# CONFERENCE SCHEDULE

SUBJECT TO CHANGE

## WEDNESDAY, MARCH 13 (continued)

8:30A–8:45A

**BREAK**

8:45A–9:45A

**OPENING SESSION**

*Woodrow Wilson Ballroom*

### SELF STORAGE PERFORMANCE AND OUTLOOK

PRESENTERS: **JEFF ADLER AND TYSON HUEBNER** • Yardi Matrix

Self storage has long enjoyed enviable growth and success among real estate sectors. As demand has weakened and new supply has remained persistent, fundamentals are softening after years of record growth. With occupancy returning to pre-pandemic levels and seasonality and street rates declining, which markets and properties are best positioned to adapt to the changes? Will the sector maintain its “recession resilient” status in the face of a potential economic slowdown? And how can data help owners and operators stay ahead of the curve on operational trends and investment strategies? Join Jeff Adler and Tyson Huebner as they address these questions and offer insight into past, present and future of the unique sector. Topics will include:

- ✦ Analysis of economic and demographic factors influencing demand
- ✦ National overview of fundamentals
- ✦ Breakdown of street rate performance
- ✦ Market-level outlook for over 100 markets
- ✦ Recent development activity and new supply forecasts
- ✦ Overview of investment sales and loans environment

9:45A–10:00A

**BREAK**

10:00A–11:15A

**FEATURED SPEAKERS**



*Woodrow Wilson Ballroom*

### POLITICS 2024! ELECTION YEAR INSIGHT FROM THE BELTWAY GOVERNORS

MODERATOR: **JOHN GILLILAND** • Investment Real Estate LLC

SPEAKERS: **GOVERNOR LARRY HOGAN | GOVERNOR TERRY MCAULIFFE**

It’s a momentous, politically charged period for our industry and the country. Two D.C.-area Governors, The Honorable Larry Hogan, Maryland Republican (2015-2023) and The Honorable Terry McAuliffe, Virginia Democrat (2014-2018), will engage on the most pressing issues of the election year. Successful businessmen as well as political veterans, Hogan and McAuliffe will discuss the treatment of the private sector within the public arena; and of course, their latest take on the 2024 election.



11:30A–2:30P

**TRADE SHOW OPEN**

*PG Exhibit Hall CD*

11:30A–2:30P

**MEMBERSHIP | PRODUCTS-SERVICES  
STATE ASSOCIATIONS | SSA FOUNDATION BOOTH**

*Booth 351*

1:30P–5:00P

**LARGE OPERATORS COUNCIL (LOC) MEETING & RECEPTION**

*Eastern Shore*

*Requires membership in the LOC.*

GENEROUSLY SPONSORED BY: **VERITEC SOLUTIONS**

2:45P–4:00P

**ROUNDTABLE DISCUSSIONS**

*Cherry Blossom Ballroom*

See list of topics on page 20.

# WEDNESDAY, MARCH 13 (continued)

4:00P-4:45P

## CONCURRENT EDUCATIONAL SESSIONS

### PHYSICAL & DIGITAL CURB APPEAL: DRIVING RENTALS WITH A GOOD FIRST IMPRESSION

Annapolis 1-2

PRESENTERS: **JACKIE BELAU** • Everbrite Inc. | **JOSHUA HUFF** • Lighthouse Storage Solutions

In our modern landscape, 65% of first impressions about a self storage facility form online, yet a crucial 35% still come from its physical appearance. This session emphasizes the importance of ensuring a cohesive and strong brand presence in both realms. Attendees will learn about up-to-date branding standards and gain actionable insights for facility maintenance, upgrades, and digital showcasing. With the provided checklists, participants will be equipped to elevate their brand's visibility and appeal, guaranteeing that whether customers encounter them online or in person, they're met with a positive and compelling first impression.

### SO YOU'RE OPERATING REMOTELY, BUT ARE YOU REALLY MANAGING?

Annapolis 3-4

PRESENTERS: **ANNE BALLARD** | **LOU BARNHOLDT** | **SARAH BETH JOHNSON** | **STACIE MAXWELL**  
Universal Storage Group

- ✦ Hybrid vs man-less
- ✦ Remote = no office hours
- ✦ Still need staff
- ✦ Revenue Management
- ✦ Delinquent Management
- ✦ Using technology...etc.

### NAVIGATING MARKET HEADWINDS: PROVEN STRATEGIES FOR STORAGE OPERATORS

Baltimore 1-2

PRESENTER: **CHUCK GORDON** • Storable

Join Chuck Gordon for an insightful forecast of the self storage market conditions and the power of data-driven decision-making. In this session, Chuck will dissect the latest market trends, distill key insights, and provide actionable strategies for operators to effectively address the headwinds facing the industry. The talk will offer a deep dive into how operators can utilize data to optimize operations, adapt to changing market dynamics, and maintain resilience in a fluctuating economic landscape.

- ✦ Forecasting market conditions and their impact on self-storage operations.
- ✦ Leveraging insights to adapt and thrive in challenging market scenarios.
- ✦ Practical strategies for enhancing operational efficiency and driving incremental revenue in response to market projections.
- ✦ Adapting business models to maintain profitability during economic fluctuations.

4:00P-5:00P

## DIVERSITY & INCLUSION COUNCIL NETWORKING SESSION

Chesapeake 7-9

GENEROUSLY SPONSORED BY: **SUPPLY SIDE USA**

4:45P-5:00P

## BREAK

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app (scan QR for your device)

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in the Eventsential app





# CONFERENCE SCHEDULE

SUBJECT TO CHANGE

## WEDNESDAY, MARCH 13 (continued)

5:00P-5:45P

### CONCURRENT EDUCATIONAL SESSIONS

#### OPERATOR 360° INSIGHTS: TECH, TACTICS, AND LEGAL DYNAMICS IN STORAGE

Annapolis 1-2

PANELISTS: **MARK CIERI** • StorageDefender | **LYNN SYKES** • Storage Asset Management  
**SCOTT ZUCKER** • Weissmann Zucker Euster + Katz, P.C.  
**CHUCK GAMM** • Devon Self Storage | **MASON LEVY** • swivl

Join our panel discussion as we delve into the comprehensive world of storage operations. Our session will navigate the intricate landscape of technology integration, strategic implementation, and legal considerations within the self storage industry. A panel of industry experts will share actionable insights on leveraging cutting-edge technology to enhance operational efficiency, tactical implementation strategies for seamless facility management, and a highlight of the legal nuances shaping the self storage domain. Attendees can expect a balanced blend of practical guidance, real-world case studies that directly impact the daily operations of self storage businesses. Don't miss this opportunity to gain valuable perspectives and strategies for optimizing your self storage operations.

#### MARKETING WHAT MATTERS:

Annapolis 3-4

#### CASE STUDIES OF HIGH-PERFORMING SELF STORAGE OPERATORS

PRESENTER: **TOMMY NGUYEN** • StoragePug

Marketing strategies aren't one-size-fits-all! Every self storage business has its own challenges and strengths, and the needs of your facility are going to be a little different. But how do you know what's the right mix for you? In this session, we'll dig into the marketing strategies of 5 highly successful operators to show what tools and channels they find effective, and what you may be able to use at your business.

Which marketing channels are they using? • How do they track the effectiveness of their marketing? • Who manages each marketing channel for them? • What marketing tools do they use in each channel? • Which channels aren't as effective anymore?

5:00P-5:45P

### CONCURRENT EDUCATIONAL SESSIONS (CONTINUED)

#### AI AUTOMATION + HUMAN INTELLIGENCE = MORE BETTER LEADS

Baltimore 1-2

PRESENTER: **AMIRD CABALLERO** • G5, A Real Page Company

What do longer renter journeys paired with longer occupancy tenures mean? It means operators are competing more and more for fewer and fewer units available, and you've got to be wicked sharp with your marketing strategies to capture those in-market renters fast versus risking they'll move on. How do you do this? Use marketing and leasing technologies that leverage AI with data science and automation. What will this get you? More callers with an intent-to-rent and faster lease signs. With the big guys continuing to ramp up their marketing and advertising budgets, don't get left behind. Join our session and walk away with an actionable roadmap that shows how you can use data to inform your decisions, how advancements in technology are helping, and the different ways to stand out so you fill vacancies fast.

5:00P-6:00P

### WOMEN'S COUNCIL NETWORKING SESSION

National Harbor 12-13

GENEROUSLY SPONSORED BY: **JANUS INTERNATIONAL** • **RKAA ARCHITECTS, INC.**  
**SAVVY STORAGE INSURANCE PROGRAM** • **STORABLE**  
**SUPPLY SIDE USA**

6:00P-7:30P

### WELCOME TO NATIONAL HARBOR RECEPTION

Woodrow Wilson Ballroom

GENEROUSLY SPONSORED BY: **BAJA CONSTRUCTION CO., INC.** • **PETERSON COMPANIES**  
**SELF STORAGE PLUS** • **VANTIVA**

8:00P-10:00P

### YLG SOCIAL GATHERING

Belvedere Lobby Bar

Membership in the YLG required.

GENEROUSLY SPONSORED BY: **AUTOMATIT** • **CHATEAU PRODUCTS** • **DAVINCI LOCK**  
**KIWI II CONSTRUCTION, INC.** • **STORABLE**

# THURSDAY, MARCH 14

7:00A-10:30A

**SSA CAFÉ**

Woodrow Wilson Ballroom

GENEROUSLY SPONSORED BY: **HRIC, INC.** • **MERCK GENERAL CONTRACTING, LTD**  
**STORAGE COMMANDER SOFTWARE LLC** • **STORAGE CONSTRUCTION**

7:00A-5:00P

**MEMBERSHIP | PRODUCTS-SERVICES**  
**STATE ASSOCIATIONS | SSA FOUNDATION COUNTER**

Woodrow Wilson Reg

8:00A-8:45A

**CONCURRENT EDUCATIONAL SESSIONS**

## **MAXIMIZING TENANT EXPERIENCE THROUGH AUTOMATION AND SECURITY IN SELF STORAGE FACILITIES**

Annapolis 1-2

PANELISTS: **TODD MCCLURE** • Automated Security | **ROHAN SHENOY** • Self Storage Manager  
**RYAN STEWART** • PTI Security Systems | **MARK CIERI** • Storage-Defender, CEO

This panel will explore a portfolio of properties that implemented comprehensive automation and security measures to enhance the tenant experience in self storage facilities. The panel will be made up of tech leaders as well as a self storage operator that together will discuss pragmatic approaches deployed in properties that resulted in tangible improvements to profitability, local differentiation, and also attract the growing younger generation. Topics we'll cover:

- ◆ Online Presence and Automation: Leveraging online website presence and online rentals for seamless tenant interactions. Streamlining processes through automation, from reservations to lease signing and documentation.
- ◆ Access Control Technology: Advancements in access control technology for improved facility security. Utilizing cloud-based access control and mobile apps for convenient and secure tenant access.
- ◆ Personalized Tenant & Facility Notifications: Implementing personalized notifications to keep tenants informed about their onsite or offsite presence. Enhancing communication channels between tenants and facility managers.
- ◆ Enhanced Security Measures: Increasing the deployment of security cameras and smart unit to ensure the safety of tenants, owners, and managers. Exploring advanced security features such as threat detection and real-time monitoring.
- ◆ Finding the Right Balance: How to strike the right balance between technology and human interaction for an optimal tenant experience. Choosing scalable solutions that can adapt to the facility's growth and evolving industry trends.
- ◆ Conclusion: Attendees will gain insights into leveraging automation and security measures to maximize the tenant experience in self storage facilities. Expert speakers will share practical recommendations and real-world examples to guide attendees in implementing these strategies.

## **THE IMPORTANCE OF EMPLOYEE ONBOARDING AND THE INFLUENCE OF COMPANY BRANDING**

Annapolis 3-4

PRESENTERS: **VANESSA ROVEKAMP AND JOHN HERZOG** • Devon Self Storage, A member of The Inland Real Estate Group, Inc.

A robust onboarding program not only integrates new hires efficiently but also contributes significantly to the overall brand perception and impact in the long run. A well-structured onboarding program ensures that every employee understands and embodies the company's values and mission. This consistency strengthens the brand's messaging across all levels. Engaged and well-informed employees become brand ambassadors, positively impacting the company's reputation. Join us as we discuss critical steps during employee onboarding and how that impacts the overall success of your company branding.

## **DON'T KILL YOUR GOLDEN GOOSE- SUCCESSION STRATEGIES TO PROTECT & PERPETUATE YOUR BUSINESS**

Baltimore 1-2

PRESENTER: **LARRY OXENHAM** • American Society for Asset Protection

Learn the strategies and tools the nation's top firms use to save their clients millions of dollars each year. From this lecture you will learn; 1) Succession strategies that protect your legacy, maximize your freedom and increase your net worth. 2) Systems to ensure the continued success of your self storage business through the next generation of owners and managers. 3) How to properly structure your self storage business to minimize taxes on sale or transfer. If not planned for capital gains, estate and gift tax consequences can cripple the ongoing success of a business.





# CONFERENCE SCHEDULE

SUBJECT TO CHANGE

## THURSDAY, MARCH 14 (continued)

8:00A–8:45A

### CONCURRENT EDUCATIONAL SESSIONS (CONTINUED)

#### REAL ESTATE APPRAISALS & TAX APPEALS

Baltimore 3–4

PRESENTER: **DANIEL KNEZEVICH** • Quest Realty Advisors

Join Daniel Knezevich, a fellow self storage owner and investor as well as a respected real estate appraiser with more than 30 years of experience as he takes you through the real estate tax appeal process. We'll discuss how to determine if your property is a candidate for a successful tax appeal. A successful appeal can lower the tax assessment on a property resulting in significant savings for the owners. Daniel will also share insights into how to work with you alongside your attorney(s) when it comes to other legal matters that impact your business such as partnership dissolutions, estate planning, divorce and others.

8:45A–9:00A

### BREAK

9:00A–9:45A

### CONCURRENT EDUCATIONAL SESSIONS

#### MAXIMIZING OPERATIONAL EFFICIENCY WITHIN TRADITIONAL, HYBRID, AND REMOTE PROPERTY MANAGEMENT

Annapolis 1–2

MODERATOR: **PHIL MURPHY** • CallPotential

PANELISTS: **CINDY ASHBY** • Dynamic Self Storage Solutions | **ANDREW CAPRANOS** • 10 Federal  
**BRETT COPPER** • Copper Storage Management

Join us for an insightful panel discussion on maximizing operational efficiency in the self storage industry. Our panelists will delve into a range of innovative strategies and best practices for enhancing facility management, customer satisfaction, and profitability.

- ◆ Diverse perspectives on best practices for efficient self storage facility management.
- ◆ Panelist insights into innovative approaches for enhancing customer experience and retention.
- ◆ Discussion on techniques for driving profitability in competitive and evolving markets.
- ◆ Exploration of the role of technology tools like video chat and artificial intelligence (AI) in streamlining self storage operations, with expert input from each panelist.
- ◆ Interactive Q&A session, allowing attendees to engage directly with the panelists for deeper understanding and practical takeaways.

#### DATA REVOLUTION: WALK-INS, WEBSITES, AND AGGREGATORS — MASTERING THE ART OF CONVERSION IN THE DIGITAL AGE

Annapolis 3–4

PRESENTERS: **SARAH LITTLE AND GARRETT HARRINGTON** • StorageMart/Manhattan Mini Storage

Dive into the future of self storage conversions with “Data Revolution.” Discover how data analytics, a seamless integration of multiple customer touchpoints, and AI technologies are revolutionizing the way we engage, track, and convert leads in the self storage industry. Get ready to transform your approach and stay ahead in the digital age! Highlights include: Data-Driven Lead Management, Unifying various lead sources and harnessing Your Data for Enhanced Conversions.

#### KEYS TO SUCCESSFULLY FINANCING SELF STORAGE IN TODAY'S NEW LENDING ENVIRONMENT

Baltimore 1–2

PRESENTER: **STEVE LIBERT** • CCM Commercial Mortgage

After being spoiled by an extended period of historically low rates and eager lenders over the last several years, self storage financing has become significantly more challenging today. The banking credit crunch of 2023, combined with a much higher interest rate environment presents some new financing challenges for the self storage industry. This session will look at An Overview of the Significant Changes in the Lending Marketplace, Today's Underwriting Guidelines, The Current Lending Landscape and along with current best practices in self storage financing.



# THURSDAY, MARCH 14 (continued)

9:00A–9:45A

## CONCURRENT EDUCATIONAL SESSIONS (CONTINUED)

### WINNING YOUR SELF STORAGE ZONING BATTLE: EVEN IN THE FACE OF UNCERTAINTY

*Baltimore 3–4*

PRESENTER: **PETER STRUHLREYER** • Designhaus Architecture

In this session, we'll walk through a step-by-step method that can be applied to all complicated entitlement processes. You'll learn:

- ✦ How to discover all objections, hurdles, and landmines from all parties
- ✦ How to discover all hidden opportunities for greater density
- ✦ How to find out when to walk away with the least wasted time
- ✦ How to make a persuasive conversation to a hostile crowd
- ✦ How to handle the process of zoning entitlements in an efficient sequence

9:45A–10:00A

## BREAK

10:00A–11:15A

## CLOSING GENERAL SESSION

*Woodrow Wilson Ballroom*

### THE SELF STORAGE LEGAL NETWORK POWER HOUR

PRESENTERS: **CARLOS KASLOW** AND **SCOTT ZUCKER**

For almost two decades, the Self Storage Legal Network's Power Hour has been the popular closing session at the Self Storage Association's Spring and Fall conferences. Scott Zucker and Carlos Kaslow answer audience legal questions in this unscripted interaction between storage operators and the industry's two favorite lawyers.



# TRADE SHOW MAP

SUBJECT TO MODIFICATION



**WHETHER YOU ARE A SEASONED VETERAN OR AN INDUSTRY NEWCOMER, YOU ARE SURE TO FIND MANY GREAT RESOURCES IN THE EXHIBIT HALL.**

No one under the age of 16 allowed in the trade show hall during exhibit hours or under the age of 18 during move-in and move-out.



# EXHIBITOR BOOTH LIST

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 Spring Conference mobile app or our website: [selfstorage.org](http://selfstorage.org)

3D Group.....	806	Boxwell.....	229	Forge Building Company.....	214	Littlewood Law, PLLC.....	352
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# EXHIBITOR BOOTH LIST

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<p><b>MINICO INSURANCE AGENCY</b> Gina Hernandez 602.760.3008 minico.com</p>	<p><b>NEXPOINT STORAGE PARTNERS</b> Aaron Crowley 901.623.9426 nexpointstorage.com</p>	<p><b>ON THE MOVE</b> onthemovetrucks.com</p>	<p><b>OPENTECH ALLIANCE</b> Bill Hoffman 800.481.7459 opentechalliance.com</p>
<p><b>PTI SECURITY SYSTEMS</b> Ryan Stewart 800.523.9504 ptisecurity.com</p>	<p><b>SELF STORAGE MANAGER</b> Kat Shenoy 800.469.1740 selfstoragemanager.com</p>	<p><b>STOREEASE VIRTUAL MANAGEMENT</b> Josh Boyd 972.345.9127 storeeasevirtualmanagement.com</p>	<p><b>TRACHTE BUILDING SYSTEMS</b> 800.356.5824 trachte.com</p>

## 2024 SPRING CONFERENCE & TRADE SHOW SPECIALTY SPONSORS

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# ROUNDTABLES

WEDNESDAY, MARCH 13

2:45P – 4:00P

CHERRY BLOSSOM BALLROOM

We have 30 topics of interest to owners, operators and managers of self storage facilities. Select those where the discussion will benefit you most. We will ring the bell at 20-minute intervals to allow you time to ‘table-hop’ and participate in 3 different table discussions during this session.

**#1 ELEVATING PROFIT MARGINS THROUGH AUTOMATION: A NEW ERA IN SELF STORAGE OPERATIONS**

This roundtable will explore the pivotal role of automation in reshaping self storage operations for enhanced profitability. We'll delve into how automated lead management systems streamline customer engagement, the effectiveness of automated rent reminders in maintaining consistent revenue, and the benefits of a sophisticated, automated call queue to prioritize customer interactions. **CALLPOTENTIAL BY STORABLE**

**#2 BUILDING A PLANNED MAINTENANCE PROGRAM**

A well maintained facility can: Save time and money • Improve safety • Increase rental income • Minimize repair costs. Join this roundtable to learn how to build a planned maintenance program for your facility. **JANUS INTERNATIONAL**

**#3 GET THE MOST VALUE OUT OF YOUR PROPERTY IN A BUYER'S MARKET**

In our current Bear Market, the buyer has once again become king. Self storage owners are going back to the drawing board, drumming up creative methods to increase self storage property valuations. The goal is to attract particular buyers, and get the most out of your property when it comes time to sell. We'll discuss a variety of ancillary revenue streams owners are using in this market to get the most bang for their investment, including satellite and ground leases, maximizing space for RV & Boat storage, acquiring new tenant insurance offerings, stacking lease up strategies, driving revenue management tactics, and more. **MARCUS & MILLICHAP**

**#4 HOW TO PROTECT YOUR FACILITY THE BEST WAY, EVEN WHEN NATURE IS AGAINST YOU**

Many facilities are more prone to run-ins with Mother Nature than others. No matter where your facility is, you are able to protect it. Flooding • High Wind Types: Builders Risk • Tenant Protection • Property & Casualty. **ON THE MOVE TRUCKS**

**#5 EYES EVERYWHERE: SURVEILLANCE AND ACCESS CONTROL ADVANCEMENTS IN SELF STORAGE**

Join us for a dynamic discussion on the latest advancements in surveillance and access control within the self storage industry. Explore practical strategies for self storage security. From smart security solutions to collaborating with law enforcement, we'll cover it all. Join us as we explore risk management, tackle vulnerabilities, and ensure your property stays secure in an ever-changing landscape of security technology. **OPENTECH ALLIANCE**

**#6 ACCESS CONTROL AND OPERATIONAL EFFICIENCIES: A THREE-PRONGED STRATEGY FOR ENHANCED OUTCOMES**

This roundtable zeroes in on three critical strategies to boost operational efficiencies for better business results in self storage. We'll explore the integration of cloud-based access control for streamlined management, the impact of automated communication in tenant delinquencies, and the strategic use of access logs for data-driven decision making. Join us to uncover how these key elements not only refine operations but also elevate the customer experience, leading to enhanced profitability and market competitiveness. **STORABLE**

**#7 BOAT & RV STORAGE**

In this session, we'll discuss: How the Boat and RV storage market is doing in the current environment • What are some of the new offerings in this area • What unit mix works best for these larger units • Can you make money? **TRACHTE BUILDING SYSTEMS**

**#8 IT'S HAPPENED: FULL INTEGRATION IN SELF STORAGE TECH & WHAT IT MEANS**

All-in-one software has been evolving over the past 10 years. Now, it's emerged as fully matured, game-changing technology for facility managers looking to improve their bottom line, simplify workflows and find the right tenants quickly. Join this session to see for yourself why the latest software is no longer “nice to have,” but an essential tool you need to consider. **YARDI BREEZE**

**#9 ACCESS CONTROL - WHAT YOU NEED TO KNOW**

In this discussion, you'll learn the benefits and advantages that access control systems can offer your facility. This includes the types of access control solutions that make sense for your location and the different features of access control systems that offer convenience and security for tenants and managers. **ACCESS CONTROL TECHNOLOGIES**

**#10 ELEVATING YOUR STORAGE BRAND: UNLEASHING THE POWER OF STORYTELLING**

Get ready to explore innovative content marketing for self storage. Making your brand an important chapter in your tenants' stories can help turn customers into evangelists. Join us for an impactful discussion on how storytelling elevates your brand, and learn actionable tactics to start leveraging your facility's story in your marketing, including: Creating engaging narratives • Leveraging UGC (User Generated Content) • Using social media to share storage tales • Using multi-media stories to elevate your marketing. **AUTOMATIT**

**#11 HOW TO DEVELOP AND BUILD A SUCCESSFUL RV & BOAT STORAGE FACILITY** In this discussion, you'll learn what the current trends are and where the market is right now in boat and RV storage. We'll cover: Determining the criteria of the land • How to get through the approval process? • How to design and build your facility including amenities? • Current trends • Growth and visibility • How to manage the facility and overhead cost? **BAJA CONSTRUCTION CO., INC.**

**#12 UNCOVER REVENUE POTENTIAL WITH RELOCATABLE STORAGE UNITS** Look around your self storage facility. Do you see vacant or unproductive land? Join us and learn how to uncover hidden revenue using relocatable self storage units. Relocatable units are portable, customizable, and long-lasting. During our roundtable, we will review the benefits of these units including customization, flexible location, tax benefits and more. **BOXWELL**

**#13 INCREASE CASH FLOW WITH THE RIGHT TAX SAVINGS STRATEGIES: LEVERAGING THE CODE WHEN TAXES ARE INCREASING** In this roundtable, participants will be introduced to the following ideas: How owners can increase cash flow with tax strategies that are easy to apply • Decrease project costs with current tax incentives • Maximize storage facility repair expensing using current tax laws • Understand disposition rules that allow expensing when tearing out items in upgrades • Identify tax savings on cap-ex projects like bonus depreciation and Qualified Improvement Property on new purchases, new builds, and renovations • Learn multiple ways to save on your taxes. • How a cost-segregation study can generate additional cash flow. **COST SEGREGATION SERVICES, LLC**

**#14 THE INTERSECTION OF PRICING AND MARKETING IN SELF STORAGE** This roundtable will talk about Data-Driven Insights: How are you using data to inform both your revenue management and marketing strategies? Dynamic Duo: Discuss real-world case studies where collaborative efforts between revenue management and marketing teams led to successful outcomes. Beyond the Walls: How are you using marketing to influence revenue management decisions? Tech Talk: Discuss the role of technology in streamlining the intersection of revenue management and marketing. Future Focus: Brainstorm innovative strategies for the future of revenue management and marketing in the self storage industry. **CUBBY ENTERPRISES, INC.**

**#15 AVOIDING COMMON MISTAKES IN SELF STORAGE PROJECTS** To help ensure your self storage projects are successful, a careful and detailed process is critical. Learn common missteps to avoid-including delivery scheduling issues and material ordering mistakes-as well as the importance of a supportive partner who is committed to your success. **DBCI**

**#16 HOW TO AUDIT YOUR TENANT PROTECTION OR INSURANCE PROGRAM** Get the most out of your Tenant Protection or Tenant Insurance program. Find out a few easy steps you can take to increase your enrollment, generate more revenue, and better protect your storage facility. We will share some tips to help you take full advantage of everything selling Tenant Protection or Tenant Insurance plans has to offer! **DEANS & HOMER**

**#17 GETTING BACK TO BASICS: INCREASING LEADS AND CONVERSIONS IN THIS ECONOMIC CLIMATE** In today's economy every lead counts, every customer matters. We will discuss efficient ways to make every interaction as successful as possible. • Easy ways to improve your curb appeal to attract new tenants • The sale is yours to lose: techniques for closing the sale every time • Unique ideas for increasing income • Tips for building rapport with customers quickly and easily. **EVERBRITE INC.**

**#18 THE BIRDSEYE VIEW - USING DRONES TO HELP YOUR FACILITY SUCCEED** Drones are a valuable piece of technology in our industry. We'll take a birds eye view of how facilities are using drones for photos and videos, security enhancements, and maintenance issues. A few of the topics we'll cover are: Hiring a Pro: Learn why hiring a professional drone pilot can make a significant difference • Facility Overview: Discover how drone imagery offers a comprehensive view of your property that ground-level photography simply can't match. • Property Analysis: Drone footage isn't just for marketing. It's a powerful tool for property analysis. • Enhanced Marketing Material: Learn how drone photos and videos can elevate your marketing strategy. • Future Trends: Get insights into the future of drone technology in self storage. **LIGHTHOUSE STORAGE SOLUTIONS**

**#19 A HARD LOOK AT SOLAR FOR SELF STORAGE** Solar for self storage does not work in every state. In this session we'll discuss how self storage operators can monetize their roofs and parking lots under various structures. In this session, we'll leverage experience as a certified public accountant and solar energy system developer to provide insights on opportunities. **PLANKTON ENERGY**

**#20 STRATEGIC MARKET INSIGHTS: ADAPTING YOUR CONSTRUCTION APPROACH TO TODAY'S MARKET** Our focus will be on analyzing how the industry is responding to the current and near-future economic landscapes. We will offer developers practical insights into the essential elements defining successful construction opportunities. **ARCO/MURRAY**

**#21 SELF STORAGE SUCCESSION STRATEGIES** What if you couldn't be a part of your business tomorrow? Would your family and key people in your business know what to do? Join us to understand the key elements of a seamless succession strategy in our ever-changing economy. Our discussion will highlight the topics and include a worksheet that will ensure a smooth transition and continued prosperity. Ownership Transition Timeline • Successor Selection • Value • Legal & Financial Structure • Business Continuity • Exit Strategy. **SAULS STORAGE GROUP LLC**





**#22 THE SECRET WORLD OF FEASIBILITY STUDIES: WHAT'S IN THERE THAT'S SO IMPORTANT?** In this session, we'll discuss: Today's trends regarding site selection and design norms while expressing the importance of a good feasibility study to help you in critical stages of development. • How making the right choices during the planning phase helps ensure project success and could potentially save you a lot of time and money in the long run if the project is a no go. • The importance of looking at projects on a micro level basis. • What should be included in a feasibility study and why this info can be so helpful during early stages of development. • The proforma and discounted cash flow analysis and how detailed it is. **STARR COMMERCIAL**

**#23 MARKETING METRICS THAT MATTER IN SELF STORAGE** There are several key marketing metrics self storage owners and operators should be tracking that can provide valuable insights into the effectiveness of your strategies. By regularly monitoring these marketing metrics, you can make data-driven decisions, as well as optimize your marketing efforts and budgets. Leave this roundtable discussion with applicable goals that help attract and retain customers effectively. **STORAGE BUSINESS OWNERS ALLIANCE (SBOA)**

**#24 REMOTE AND CONTACTLESS MANAGEMENT** In today's world, customers are looking for the easiest and most convenient way to rent a unit. Some will even pay more to have the ability to do everything online. It is important to find a software company that has a quick and simple online portal, making it possible for customers to rent from the convenience of their home or outside the facility from a phone, tablet, or computer. It is also important to consider the ability to run your business from an office, home, or anywhere in the world. This can help cut back on costs while increasing revenue. **STORAGE COMMANDER SOFTWARE**

**#25 ARE YOUR MANAGEMENT PRACTICES LEAVING MONEY ON THE TABLE?** Join us for a discussion about specific management practices designed to make sure your self storage property is getting the most out of each rentable square foot in your property. Topics discussed include: Lease up strategies • Discounting during lease up • Unit ranking • Unit pricing • Unit upgrading • Existing customer rent increases. **STORAGE MART/MANHATTAN MINI STORAGE**

**#26 THE ROI ON COMMUNITY INVOLVEMENT** Community involvement can be a powerful tool for businesses looking to attract new customers and grow their business. By building a positive reputation, increasing brand visibility, and creating networking opportunities, businesses can establish themselves as a valuable member of their local community and reap the benefits that come with it. • Bringing People Together • Positive Reputation, Brand Visibility, & Networking Opportunities • Community Outreach • Carnivals, Farmer's Markets, Drive-Ins • Market Share. **STORCO STORAGE**

**#27 MEET THE MODERN CUSTOMER: UNCOVERING SELF STORAGE CONSUMER TRENDS** The self storage industry has undergone significant transformations in recent years. Buyers have been tightening their budgets and becoming more cautious about spending. For brands looking to continue their record success from previous years, it will be essential to provide connected service that scales and delights. We'll dive into current trends surrounding the adoption of customer-centric technology, providing clarity on its importance in the current market landscape. Furthermore, we will offer key insights into how self storage operators can gain a competitive edge by effectively leveraging systems, tools, and processes. **SWIVL**

**#28 FINANCING SELF STORAGE IN A CHANGING MARKET** In this discussion, we'll talk about choosing a financing strategy based on investment goals: Understand various loan products available in the market today • Breakdown of terms, interest rates and loan structure • Fixed vs. floating rate debt • Recourse vs. non-recourse debt; weighing the trade offs. **THE BSC GROUP**

**#29 USING AI FOR MARKETING EFFORTS** We will discuss ways that managers, owners, and operators can use AI to develop, analyze, and empower their marketing efforts, from grassroots messaging to online review analysis, and many things in between. **UNIVERSAL STORAGE GROUP**

**#30 SPRING CLEANING YOUR OPERATIONS** Jump ahead of the spring rental season by taking care of things now: Rates, maintenance, specials, aggregators, retail, and more. **XPS SOLUTIONS**

