

# SSA

## Conference & Trade Show



# LAS VEGAS

SEPT. 3-6  
MGM GRAND

### MOBILE APP

Download Eventsential app from  
your app store (scan QR)

Search for "SSA" in the Eventsential app



Participate. Learn. Benefit. Succeed.

# ONSITE PROGRAM

## Tuesday, September 3

7:00A–5:00P	<b>SSA CAFÉ</b> Food and beverage service for registered attendees. <i>Badge required</i> SPONSORED BY: <b>A &amp; E CONSTRUCTION CO • CUBBY ENTERPRISES, INC • HRIC MD, INC • ROLL-UP DOOR, INC • STORAGE COMMANDER</b>	Grand Ballrooms 118–120
8:00A–6:00P	<b>CONFERENCE &amp; TRADE SHOW REGISTRATION</b>	Grand Prefunction ABC
8:00A–5:00P	<b>SSA MEMBERSHIP • STATE ASSOCIATIONS PRODUCTS &amp; SERVICES BOOTH • SSA FOUNDATION</b>	Grand Prefunction ABC
8:00A–5:00P	<b>EXHIBITOR SET-UP</b>	
1:00P–4:00P	<b>SELF STORAGE ECONOMIC SUMMIT</b> <i>Optional event; separate fee required.</i> <b>KEYNOTE SPEAKER</b> <b>Stephen Moore</b> • ECONOMIST AND AUTHOR 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. <b>FEATURED SPEAKER</b> <b>P. Sheridan (Schecky) Schechner</b> VICE CHAIRMAN, REAL ESTATE BANKING, BARCLAYS 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). <b>CEO PANEL</b> <b>Cris Burnam</b> CEO, STORAGE MART/MANHATTAN MINI STORAGE <b>Brian Cohen</b> • CEO, ANDOVER PROPERTIES 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. BROUGHT TO YOU BY: <b>TALONVEST</b>	Terrace Ballrooms 150–151



## Tuesday, September 3 (continued)

1:30P–4:00P

### SELF STORAGE MANAGERS SUMMIT

Grand Ballroom 121

Optional event; separate fee required.

#### A DAY IN THE LIFE OF A SELF STORAGE MANAGER

**SPEAKERS:** **Dave Cooper** • STORAGE KING USA

**Jim Mooney, Jr.**

FREEDOM STORAGE MANAGEMENT

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:

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

**SPONSORED BY:** DAVINCI LOCK • STEELBLUE



4:15P–5:15P

### SSA 101: MAXIMIZE YOUR EXPERIENCE

Terrace Ballroom 153

**PRESENTED BY:** SSA Staff

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.

**SPONSORED BY:** KIWII CONSTRUCTION, INC

5:15P–6:30P

### SSA BOARD CHAIR RECEPTION

Grand Ballrooms 123–124

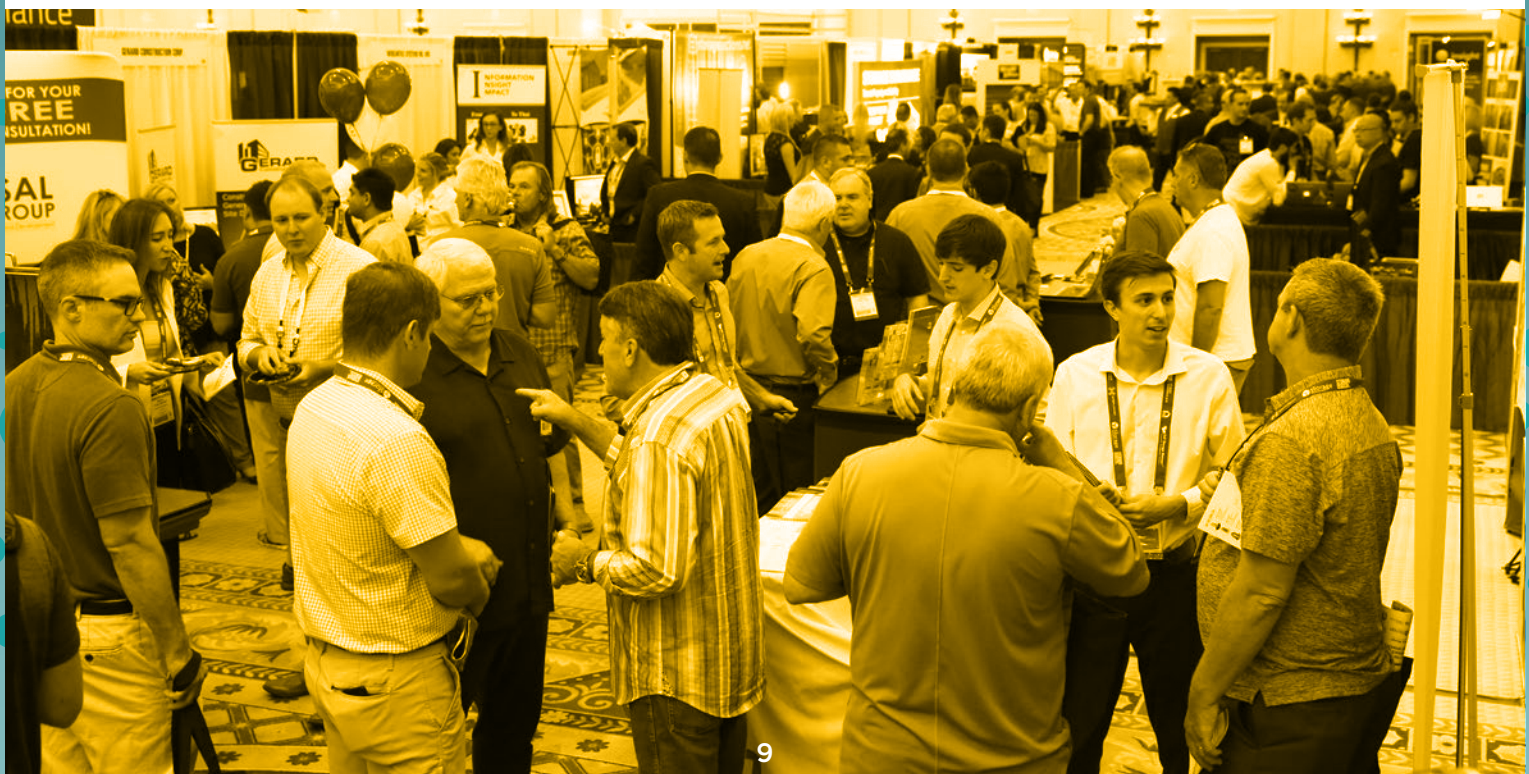
Ticketed event; by invitation only.

6:00P–7:30P

### CANADIAN SSA NETWORKING RECEPTION

Grand Ballrooms 101–102

Ticketed event; by invitation only



## Wednesday, September 4

7:00A–5:00P	<b>CONFERENCE &amp; TRADE SHOW REGISTRATION</b>	Grand Prefunction ABC
7:00A–5:00P	<b>SSA MEMBERSHIP • STATE ASSOCIATIONS PRODUCTS &amp; SERVICES BOOTH • SSA FOUNDATION</b> Membership can also be found in the Boulevard Foyer and Booth 273 in the Trade Show Hall	Grand Prefunction ABC
7:00A–5:00P	<b>SSA CAFÉ</b> Food and beverage service for registered attendees. <i>Badge required</i> SPONSORED BY: <b>A &amp; E CONSTRUCTION CO • CUBBY ENTERPRISES, INC • HRIC MD, INC • ROLL-UP DOOR, INC • STORAGE COMMANDER</b>	Grand Ballrooms 118–120
8:00A–10:00A	<b>EXHIBITOR SET-UP</b>	Marquee Ballroom
8:15A–9:00A	<b>CONCURRENT EDUCATIONAL SESSIONS</b>	
	<b>FINANCING: WHAT TO THINK ABOUT WHEN APPLYING FOR A SELF STORAGE LOAN</b>	Terrace Ballroom 150
	<b>SPEAKER: Bishesh Shrestha • LIVE OAK BANK</b> 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"> <li>❖ Loan Purpose: Build, buy, convert.</li> <li>❖ Loan Amount: Loan amounts may place folks into different products.</li> <li>❖ Business Plan and Feasibility Study: The information banks are looking for in regard to the local market.</li> <li>❖ Financial Strength: Focus on various financial metrics that banks are looking at. Debt service coverage ratio, debt to income ratio, etc.</li> <li>❖ Loan Type: What options may be the best for you. SBA 7a, SBA 504, conventional financing.</li> <li>❖ Interest Rates: The environment today.</li> </ul>	
	<b>MAXIMIZE MARKETING SUCCESS IN SELF STORAGE AND BOAT &amp; RV STORAGE: EXPLORE THE OVERLAPS AND KEY DIFFERENCES</b>	Terrace Ballroom 151
	<b>SPEAKER: Steve Lucas • THE STORAGE GROUP</b> 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	
	<b>UNDERSTANDING YOUR DATA: HOW TO COLLECT, ANALYZE AND MAKE YOUR DATA ACTIONABLE</b>	Terrace Ballroom 152
	<b>SPEAKERS: Mason Levy • SWIVL • Melissa Stiles • STORAGE ASSET MANAGEMENT Lynn Sykes • STORAGE ASSET MANAGEMENT</b> 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"> <li>❖ Best practices for collecting and managing data within your day-to-day operations.</li> <li>❖ Identifying key data sources and integrating them into your operations.</li> <li>❖ Techniques for analyzing data to uncover trends and opportunities.</li> <li>❖ Strategies to make data actionable.</li> </ul>	
	<b>IDENTIFYING THE BEST MODEL TO MANAGE YOUR STORAGE FACILITY: MANNED, HUB &amp; SPOKE, OR VIRTUAL</b>	Terrace Ballroom 153
	<b>SPEAKER: Alex Erbs • THE STORAGE MALL MANAGEMENT GROUP</b> 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	<b>BREAK</b>	

## Wednesday, September 4 (continued)

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

**SPEAKERS:** **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

**MODERATOR:** **Chuck Gordon** • STORABLE

**PANELISTS:** **Sarah Little** • STORAGEMART • **Norman Shore** • STORQUEST  
**Beau Agnello** • GO STORE IT • **Melissa Siles** • STORAGE ASSET MANAGEMENT

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.

10:00A–10:15A

### BREAK



## Wednesday, September 4 (continued)

10:15A–11:30A

### HALL OF FAME & FEATURED SPEAKER

#### SSA FOUNDATION HALL OF FAME INDUCTION

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.



Boulevard Ballroom

#### FOUNDATION FORUM FEATURED SPEAKER

##### David Wasserman • THE COOK POLITICAL REPORT

David Wasserman is the U.S. House editor and senior election analyst for the independent, nonpartisan publication, the *Cook Political Report* 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 *The Los Angeles Times*, 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.



11:30A–4:00P

### TRADE SHOW

Marquee Ballroom

1:30P–4:00P

### LARGE OPERATORS COUNCIL MEETING

Cedar Ballrooms 250–254

For SSA members who own 10 or more facilities and are dues-paying members of the LOC.

SPONSORED BY: **ADVERANK** • **QUIKSTOR**

4:00P–5:00P

### LARGE OPERATORS COUNCIL RECEPTION

Cedar Ballrooms 250–254

For SSA members who own 10 or more facilities and are dues-paying members of the LOC.

SPONSORED BY: **COMPASS BUILDING SYSTEMS**

4:00P–4:15P

### BREAK

4:15P–5:30P

### EDUCATIONAL ROUNDTABLES

Grand Ballroom 118–120

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.

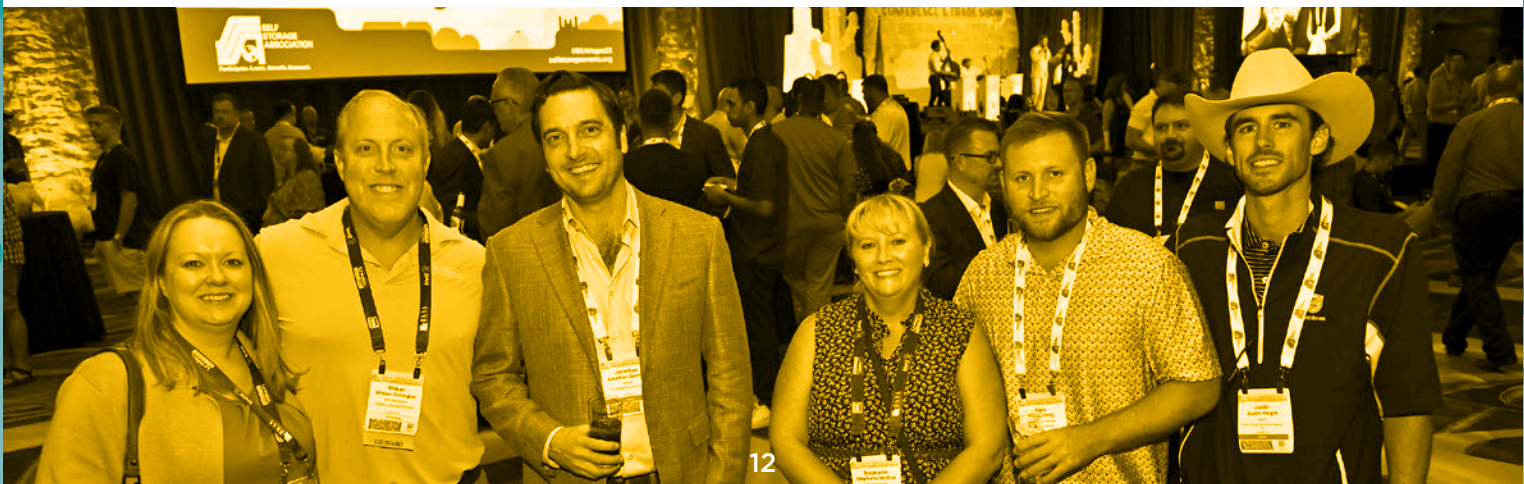
6:00P–7:30P

### WELCOME TO LAS VEGAS RECEPTION

Boulevard Ballroom

Kicking off SSA's Golden Jubilee by celebrating the '70s!

SPONSORED BY: **CHATEAU PRODUCTS** • **RELIABLE COMMERCIAL CONSTRUCTION** • **ROLL-UP DOOR, INC** • **STEELBLUE** • **VANTIVA**



## Thursday, September 5

7:00A–3:30P **CONFERENCE & TRADE SHOW REGISTRATION** Grand Prefunction A & B

7:00A–5:00P **SSA MEMBERSHIP • STATE ASSOCIATIONS  
PRODUCTS & SERVICES BOOTH • SSA FOUNDATION** Grand Prefunction A & B

Membership can also be found in the Boulevard Foyer and Booth 273 in the Trade Show Hall

7:00A–5:00P **SSA CAFÉ** Grand Ballrooms 118–120

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

SPONSORED BY: **A & E CONSTRUCTION CO • CUBBY ENTERPRISES, INC • HRIC MD, INC • ROLL-UP DOOR, INC • STORAGE COMMANDER**

8:00A–8:45A **CONCURRENT EDUCATIONAL SESSIONS** Terrace Ballroom 150

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

**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

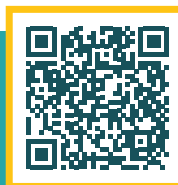
**Anne Ballard • UNIVERSAL STORAGE GROUP**

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

**MOBILE  
APP**

Download Eventsential app from  
your app store (scan QR)

Search for "SSA" in the  
Eventsential app



## Thursday, September 5 (continued)

10:00A – 10:15A

**BREAK**

10:15A – 11:30A

**MICHAEL T. SCANLON, JR. AWARD AND FEATURED SPEAKERS**

Boulevard Ballroom



**MICHAEL T. SCANLON JR. AWARD**

**Bill Humble**

This special award goes to individuals who have made tremendous contributions to the SSA. This year we honor Bill Humble, President and Owner of U-Storit, based in Little Rock, Arkansas.

**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**

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.

**SELF STORAGE INVESTMENT MARKET - PAST 20 YEARS TO TODAY**

Terrace Ballroom 151

**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.

**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**



## Thursday, September 5 (continued)

4:15p–5:00p

### CONCURRENT EDUCATIONAL SESSIONS

#### THE LEGAL FAQs

Terrace Ballroom 150

**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.

#### 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.

#### APPROPRIATELY HANDLING FIREARMS FOUND IN AUCTION UNITS

Terrace Ballroom 152

**SPEAKERS:** **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.

#### FUTURE-PROOF YOUR MARKETING: STRATEGIES FOR SUCCESS IN SELF STORAGE

Terrace Ballroom 153

**SPEAKERS:** **Brett Copper** • COPPER STORAGE MANAGEMENT • **John Jordan** • GO LOCAL

In today's fast-paced market, the dynamics of marketing costs and strategies have evolved significantly. Join Brett Copper, president of Copper Storage Management, and John Jordan, co-founder of Go Local, as they delve into the evolution of marketing over the past five years and what future changes to anticipate. Explore what leading companies are doing amidst this ever-changing marketing environment, along with budget-friendly methods to maintain competitiveness. Discover the advantages of a centralized marketing approach and how to use data to drive better performance. This session will provide actionable tips and forward-looking strategies to help you remain competitive in the self storage industry.

5:00p–6:30p

### SSA WOMEN'S COUNCIL NETWORKING SESSION

Grand Ballroom 121

Speaker Vandy Haby shares her journey from Dallas Cowboy Cheerleader to successful entrepreneur while balancing her work and home life.

**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	<b>SSA MEMBERSHIP • STATE ASSOCIATIONS PRODUCTS &amp; SERVICES BOOTH • SSA FOUNDATION</b>	Boulevard Prefunction
7:00A–10:00A	<b>SSA CAFÉ</b> Food and beverage service for registered attendees. <i>Badge required</i> SPONSORED BY: <b>A &amp; E CONSTRUCTION CO • CUBBY ENTERPRISES, INC • HRIC MD, INC • ROLL-UP DOOR, INC • STORAGE COMMANDER</b>	Boulevard Ballroom
8:00A–8:45A	<b>CONCURRENT EDUCATIONAL SESSIONS</b>	
	<b>NEW LEGISLATION, NEW TAX SAVINGS ON YOUR SELF STORAGE FACILITY</b> SPEAKER: <b>Bill Harbeson</b> • 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.	Terrace Ballroom 150
	<b>AUDITING AND ANALYSIS: IS YOUR PROPERTY AS PROFITABLE AS IT CAN BE?</b> SPEAKER: <b>Magen Smith</b> • 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.	Terrace Ballroom 151
	<b>WHY CLASS A RV &amp; BOAT STORAGE MAKES SENSE</b> SPEAKER: <b>Devin Beasley</b> • 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	Terrace Ballroom 152
	<b>HOW TO NAVIGATE REPUTATION MANAGEMENT IN SELF STORAGE</b> SPEAKER: <b>Nate Kinet</b> • 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	Terrace Ballroom 153
8:45A–9:00A	<b>BREAK</b>	
9:00A–9:45A	<b>CONCURRENT EDUCATIONAL SESSIONS</b>	
	<b>GETTING TO MARKET FASTER: DESIGN, COLLABORATION AND INNOVATION</b> SPEAKER: <b>Nigel Kreft</b> • 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.	Terrace Ballroom 150
	<b>EXPLORING THE FUTURE: AUTOMATED FACILITIES AND STORAGE LIEN AUCTIONS</b> SPEAKER: <b>Amanda Holt</b> • 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.	Terrace Ballroom 151

## Friday, September 6 (continued)

9:00A–9:45A

### CONCURRENT EDUCATIONAL SESSIONS (CONTINUED)

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

Terrace Ballroom 152

**SPEAKERS:** **Chris Carroll** & **Joe Evans** • 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** • SELF STORAGE ASSOCIATION, 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.

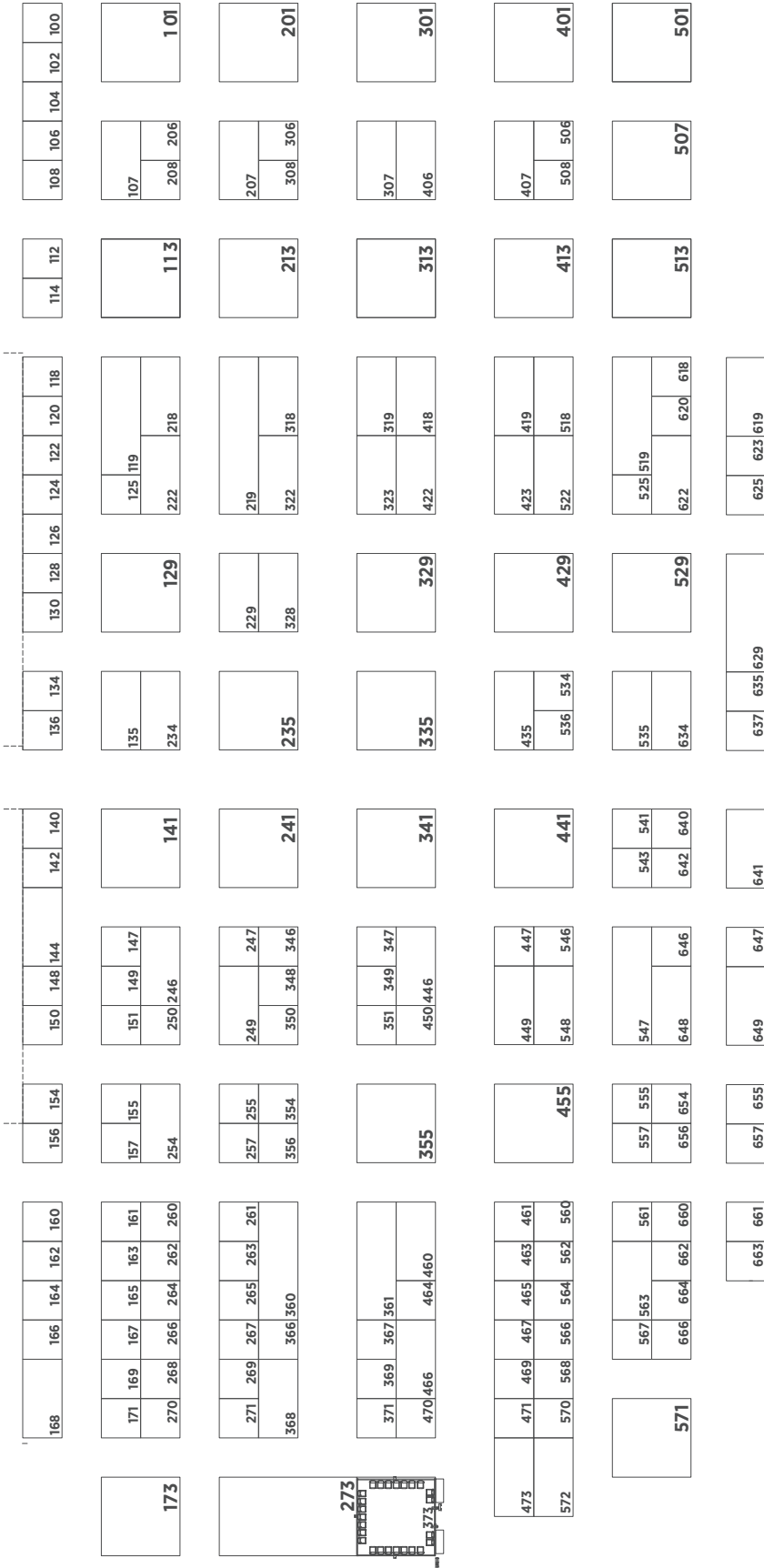


# MGM GRAND • MARQUEE BALLROOM

# TRADE SHOW MAP

subject to modification

## ENTRANCE



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

## EXHIBIT HOURS

**Wednesday, September 4  
11:30 AM - 4:00 PM**

**Thursday, September 5  
11:30 AM - 3:00 PM**

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

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](http://selfstorage.org)

6Storage Software Solutions.....	147	Cornerstone Specialty Wood Products..	350	HRIC Md Inc. ....	522
Absolute Storage Management.....	461	Cover Roofing Solutions .....	562	HW Engineering .....	657
Accent Building Restoration .....	319	Crescendo Self Storage Management (CSSM).....	167	Inside Self-Storage .....	257
Access Control Technologies.....	306	CSSI .....	100	IOA.....	618
Adverank.....	568	CSSI Energy Services.....	102	iPostal.....	114
AI Lean.....	646	Cubby Enterprises, Inc.....	165	IUA Insurance.....	536
All From 1 Supply.....	318	CubeSmart.....	407	Janus International.....	301
ARCO.....	322	DAG Worldwide.....	266	JMN Architecture, P.C.....	640
Argus Self Storage Advisors.....	534	DaVinci Lock.....	206	Jordan Architects, Inc.....	161
Atlas Asphalt.....	668	DBCI.....	207	JustStorage.....	162
Atomic Storage Group.....	144	Deans & Homer.....	354	Kingspan Insulated Panels.....	469
Automated Security.....	126	Designhaus Architecture.....	623	Kiwi II Construction, Inc.....	423
Automatit.....	447	DoorKing Inc.....	663	Kure It Cancer Research.....	Reg
Baja Construction Co., Inc.....	101	Eagle Eye Networks.....	654	Largo Real Estate Advisors Inc.....	570
Bank Five Nine.....	250	EAPC Architects Engineers.....	124	Late2Lien.....	366
BDA Systems Co.....	356	Eastern Union Funding.....	642	Live Oak Bank.....	450
Berkadia Commercial Mortgage.....	463	Easy Storage Solutions.....	255	Lockerfox.....	246
BETCO.....	307	Elevate Sign Group.....	506	Mag Mile Capital.....	264
Bid13.com		Elevate Structures.....	129	MakoRabco.....	113
Free Online Storage Auctions.....	647	Engrain.....	128	Marcus & Millichap.....	213
Blink Signs.....	169	eTest.....	Reg	Mariottini Construction Inc.....	649
BMSGRP Self Storage Consulting.....	620	Everbrite, Inc.....	348	Matthews Real Estate Investment Services.....	157
Boxwell.....	141	Extra Space Storage.....	518	Metrolina Builders.....	267
CA Self Storage Association.....	465	Ezzi Signs.....	560	Miller Buildings, Inc.....	104
Capco General Contracting.....	508	FLEX Storage Systems.....	160	MiniCo Insurance.....	218
Charity Storage.....	373	Forge Building Company LLC.....	622	Modern Storage Media.....	371
Chateau Products.....	413	Frank G. Relf Architect, P.C.....	151	Monarch Construction Management.....	466
Citizen Storage Management LLC.....	106	G5.....	418	Mule-Hide Products.....	464
Compass Building Systems.....	349	Go Local Interactive.....	262	NAI Global.....	566
Complete Metal Buildings LLC.....	163	Griffco Design/Build, Inc.....	135	National Tax Group.....	367
Copper Storage Management.....	112				

# EXHIBITOR BOOTH LIST

subject to  
modification

New Century Doors and Building Components Inc .....	664	Safestor Tenant Insurance .....	525	StorTrack .....	263
NexPoint Storage Partners, Inc. ....	347	Salient Sign Studio .....	130	Summit Real Estate Financing .....	123
On The Move Insurance .....	346	Sauls Storage Group, LLC .....	166	SupplySide USA, Inc .....	548
On The Move Trucks .....	235	Savvy Storage Insurance Program .....	328	SupplySigns .....	546
Onity .....	149	SBOA (Storage Business Owners Alliance) .....	108	swivl .....	118
OpenTech Alliance, Inc .....	219	SBS Construction .....	460	Tell Door & Hardware .....	148
PAWS & Relax .....	273-373	Self Storage Manager, Inc. ....	406	Tenant Inc. ....	547
Peak Steel Buildings .....	467	Self Storage Plus .....	555	Tenant Property Protection .....	254
Peikko USA .....	567	selfstorageauction.com .....	271	The BSC Group .....	561
Perlo Construction .....	142	Sentinel Systems, LLC .....	361	The Feldman Companies .....	140
Pilot Door Systems .....	369	Skyscape Architectural Canopies .....	473	The Storage Acquisition Group .....	629
Plankton Energy .....	171	Space Shop Self Storage .....	120	The Storage Group .....	351
Portable Storage Box Co .....	513	SpareBox Technologies .....	119	Toy Storage Nation .....	564
Practical Storage LTD .....	168	SpiderDoor LLC .....	234	Trachte Building Systems .....	323
Propelled Brands .....	164	SSA Membership & Foundation .....	273	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	Storage Defender .....	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
Roll-Up 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

## Wednesday, September 4 • 4:15 – 5:30P Grand Ballrooms 118-120

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 15-minute intervals to allow you time to 'table-hop' and participate in 3 different table discussions during this session.

### #1 UNLOCKING LONG-TERM ROI: CREATIVE USES OF RELOCATABLE STORAGE UNITS

This session delves into innovative strategies for leveraging relocatable storage units to generate sustainable income streams. Discover how these versatile units can provide lasting and creative returns on investment. Join us to explore practical examples and discuss the potential of this growing market. **Janus International**

### #2 VALUE FROM A BROKER'S PERSPECTIVE - PRIMARY VS. SECONDARY VS. TERTIARY

Self Storage data, specifically sales data, is more readily available than ever before. But that data needs to be scrutinized and understood. We'll cover: Cap rates — What a cap rate means and what it doesn't mean. • Don't get caught up in the "price per sf" narrative. • What is actually involved in the underwriting/valuation process. • What are the risk factors that buyers should be aware of? • From a buyer's perspective it's all about "How Do I Make Money." **Marcus & Millichap**

### #3 GET FULLY STREAMLINED, FULLY COST EFFICIENT & 100% INTEGRATED WITH YOUR TECH

The power of integration: We'll show you how a fully integrated self storage management system improves data accuracy, streamlines processes and allows for highly informed decision making. • Cost efficiency: Eliminate redundant tasks, reduce errors and save valuable time and resources. • Smarter, simpler accounting: A comprehensive accounting module does the hard work for you and provides real-time financial insights, improves budgeting and increases transparency for stakeholders. • Scalability for future growth: All-in-one SaaS solutions can easily adapt and grow with your company, supporting business expansion without the need for interfaces or constant system upgrades or overhauls. **Yardi**

### #4 DECODING SEO

In this session, we'll cover SEO and the different audit tools available. And we'll discuss what the "performance" section means as it varies on some of the tools such as Google Lighthouse, which says the results are based on the a number of factors. **G5**

### #5 FUTURE-PROOFING TENANT INSURANCE: OPTIMIZING PENETRATION, COVERAGE AND REVENUE

Strategies for Increasing Insurance Penetration: Discover effective techniques to boost tenant insurance uptake, driving higher participation rates with more tenants being covered and enhancing overall profitability. We'll cover: Revenue optimization through advanced insurance solutions. • Enhancing tenant satisfaction and protection. • Implementing best practices. **Storable**

### #6 VALUABLE MARKET INSIGHTS: REFINING CONSTRUCTION STRATEGIES FOR TODAY'S CURRENT MARKET AND ECONOMIC TRENDS

We will examine how the industry is responding to present and near-future economic conditions. We plan to provide developers with actionable insights into the critical components of successful construction projects. **ARCO/Murray Design Build**

### #7 INSURING & MAKING SURE YOUR OUTDOOR STORAGE IS COVERED

Outdoor Storage is becoming more and more common, especially with costs, interest rates & pricing becoming higher and higher. In addition, tenants are buying more and more things to store outdoors, like RVs, trailers, jet skis, cars and boats, to name a few. Learn how you can ensure your tenants stuff is secure, safe and insured. What things to think about, What things are different than indoor/typical protection plans and what things to ask. **On The Move**

### #8 PROACTIVE SELF STORAGE SECURITY: OPERATOR LESSONS, TACTICS AND TECHNOLOGIES

Join us for a focused round table discussion on cutting-edge strategies to enhance self storage security. This educational session will uncover burglary hot spots, successful threat mitigation with AI security, and ways to proactively protect your property to reduce losses and potentially lower insurance rates. In this session, we will: Share data highlighting burglary hot spots and how to address onsite weaknesses. • Highlight operator success stories using AI security to mitigate threats and insurance claims. • Provide actionable strategies for protecting property and facility assets. • Offer insights on evaluating and integrating advanced security technologies. **OpenTech Alliance**

**#9 MAXIMIZING SPACE AND EFFICIENCY: DESIGNING AN OPTIMAL SELF STORAGE FACILITY** Join this roundtable discussion on the key aspects of designing an efficient and user-friendly self storage site. It delves into the importance of strategic layout planning to maximize space utilization, ensuring easy access and navigation for customers. It underscores the importance of navigating zoning laws and obtaining city approvals, vital steps in ensuring the facility meets regulatory standards. This roundtable discussion, led by an industry expert, is an invaluable resource for anyone aiming to develop a self storage facility that excels in space efficiency and offers an exceptional customer experience. **Trachte Building Systems**

**#10 MASTERING DIGITAL MARKETING STRATEGIES FOR 2024 AND BEYOND** Discover the future of digital marketing in this engaging roundtable discussion. Learn how to implement cutting-edge strategies that will elevate your self storage business. We will delve into the intricacies of search engine optimization (SEO), pay-per-click (PPC) advertising, and social media marketing. Participants will gain practical insights on optimizing websites for search engines and crafting compelling ad campaigns on platforms like Google and Facebook. This session promises to equip you with the knowledge to enhance your online visibility and attract a more extensive customer base. **Adverank**

**#11 RV & BOAT STORAGE CONSTRUCTION** During this roundtable we'll discuss the RV & Boat storage construction by explaining the following key points: Ideal property size. • Design criteria and layout requirements. • Ideal amenities and features. • Different types of RV storage framing design. • Different types of RV & boat storage construction build out. • The construction process & timeline. • How we can help you build a successful RV & boat storage project. • Solar and non-solar. **Baja Construction Co., Inc.**

**#12 ELIMINATE DEAD ZONES WITH RELOCATABLE UNITS** Do you have vacant or unproductive land at your self storage facility? Join us and learn how to turn it into rentable space with relocatable self storage units. Relocatable units are portable, customizable, and long-lasting. These all-in-one storage kits are delivered flat-packed to save on freight costs. Once on site, assembly is fast and easy. Order quantities and lead times are low, so you can grow at your own pace. **Boxwell**

**#13 MORE RENTERS HIGHER CONVERSIONS: VARIABLE PRICING & MODERN ECOMMERCE** With more tenants renting online how do we take what's working in other industries and apply it to self storage — regardless of size. In this roundtable session: Learn how to ensure tenants find your website. • Learn how to optimize your checkout flow for the highest conversion rate. • Learn how to capture leads that abandon your checkout cart. • Learn how to upsell tenants on different units. **Cubby Enterprises Inc.**

**#14 WHY AUTOMATION IS NO LONGER AN OPTION** Manned vs. Unmanned. Hybrid vs. Fully Staffed. Modern vs. Traditional. All of these terms are just different ways of saying the same thing. In the end, the real question is: "Do you empower your tenants through automation?" Rentals. Payments. Customer Support. Facility Access. Unit Access. Move Outs. All of these items should be automated and in the hands of your tenants. And the best part is your tenants will be happier! In this roundtable, we will discuss the data around the benefits of automation and practical solutions you can implement today to increase your tenant's satisfaction and increase your bottom line results. **DaVinci Lock**

**#15 GETTING BACK TO BASICS: INCREASING LEADS AND CONVERSIONS IN THIS ECONOMIC CLIMATE** In this economic climate, competition is fierce and every lead is yours to lose. During this roundtable discussion we will delve into what you need to do to increase leads and close sales. You will walk away with actionable steps to grow your self storage business. Join us to learn: Easy ways to improve your curb appeal to attract new tenants. • Techniques for closing the sale every time. • Unique ideas for increasing income. • Tips for building rapport with customers quickly and easily. **Everbrite, Inc.**

**#16 RIGHT UNIT MIX FOR YOUR LOCATION** Recognizing the appropriate unit mix is crucial for your new development, conversion, or redevelopment. In this discussion, we'll explore how various locations demand different unit mixes, and how some locations may benefit from specialized units that offer cost efficiencies for your business. **JustStorage**

**#17 LIEN ON ME: NAVIGATING SELF STORAGE LIEN LAWS** Join our roundtable discussion on self storage lien laws and strategies for reducing facility delinquencies. Explore key aspects of the law, learn best practices for enforcement, and get practical tips for minimizing delinquencies. Gain valuable insights and connect with industry peers. **Late2Lien**



**#18 MAKE YOUR FACILITY SHINE ONLINE** A majority of your visitors find you online. How do you look? We will discuss facility photography and key things to consider when taking your own photos or hiring a professional. From angles to features to lighting to simple edits, you'll be equipped to make your facility shine online. **Lighthouse Storage Solutions**

**#19 GOING VERTICAL - HOW TO BUILD AN EFFICIENT MULTI-STORY SELF STORAGE FACILITY** We'll explore all the nuances of multi-story buildings and walk you through the development process, from essentials like site selection and team assembly to establishing a budget and creating a design. We will also delve into the latest market trends, exploring innovative technology and ways to ensure the greatest building efficiency. We'll cover: When it makes sense to build multi-story. • The types of structures possible. • Choosing the right development team. • Creating a budget and design that work. • Innovations and trends that are driving the future of multi-story. **MakoRabeo**

**#20 CREATING NEW REVENUE CHANNELS FOR YOUR SELF STORAGE BUSINESS** Join a discussion focused on the innovative revenue channels that have become proven methods for increasing the value of your self storage business. We will discuss strategies, implementation tactics, and real-life case studies to demonstrate how various tactics positively impact your bottom line and business valuation. You'll learn: New and proven channels that successfully increase business worth. • Channels that potential investors and stakeholders consider valuable. • Implementation methods that align your business goals to maximize your bottom line. • Practical implementation through real-life case studies. **SafeLease**

**#21 EFFECTIVE STRATEGIES FOR RISK MANAGEMENT** Weathering the storm: essential tips for mitigating risks during hurricane season & beyond. • 2024 forecasted hurricane season. • Flood damage risks in the self storage industry. • Mitigating risks and property preparation. • Effective communication: employee & customer. • Disaster recovery strategies. **Savvy Storage Insurance Program**

**#22 FIGHTING CRIME - STRATEGIES TO MAINTAIN A SAFE FACILITY** In this roundtable, we'll talk about using technology and software to minimize crime at your storage facility. Some topics to cover are: Employee training and awareness programs. • Regular security audits and risk assessments. • Integration of advanced management software. • Access control systems. • Highlight the capabilities of management software to provide real-time monitoring and instant alerts for unauthorized access attempts, allowing for swift response to potential threats. • Discuss how management software can offer granular control over access permissions, enabling facility owners to set individualized access levels for different users and track their activity logs. **QuikStor Security & Software**

**#23 HOW TO CREATE & INTERNALIZE YOUR CONTACT CENTER** Internalizing your contact center allows you to control your own destiny. You'll gain control over operations, enhance service quality, brand alignment, and adaptability. It ensures customer service quality meets your standards, creates direct feedback channels for quicker responses to customer needs, and allows timely implementation of improvements. Internalizing also leads to higher motivation and better service performance. In this roundtable session, we'll discuss: Implementation of contact center. • ROI between internal and external contact centers. • Right people, right seat — What are some challenges that may be faced? **Self Storage Plus**

**#24 WHAT WILL AUTOMATION REPLACE IN SELF STORAGE OPERATIONS AND WHEN?** Curious about the future of self storage operations? Join our roundtable discussion to delve into these questions: What aspects of operations will automation replace, and when will these changes occur? Industry experts and tech innovators will explore the latest advancements in AI, smart locks and gates, call center solutions, and more. Discover what tasks still require a human manager and why robots haven't yet taken over these responsibilities. Additionally, gain insights into the decision matrix used to determine the optimal time for switching to automated solutions, including how to calculate ROI and assess long-term benefits. **StorageMart**



**#25 5 EASY STEPS TO IMPROVE RETAIL SALES** In this roundtable session, we'll discuss the five key actions based on experience that can contribute to your retail success! **Supply Side Usa, Inc.**

**#26 AUTOMATION IN REALITY** Automation in self storage is all the rage, but how do we deliver true remote management without sacrificing the customer experience needed to drive rentals? Join us for a deep dive into the reality of automation, and how to succeed. **Tenant Inc.**

**#27 PAYMENT PROCESSING FEES** Knowing the often unseen costs of processing your storage transactions: Knowing the fees. • Knowing the facts. • The unknown. • The obvious. • Save money, increase your bottom line. **U-Haul Self Storage Affiliate Network**

**#28 SMART STORAGE - HOW TO EXPAND WITH SUPERIOR ROI USING PORTABLE STORAGE CONTAINERS** How to add portable storage containers to an existing or new storage facility. • Turn around and implementation time of portable storage. • How you can customize portable storage (i.e. sizes, doors, partition, colors, etc.). • The tax benefits of portable storage. **Universal Storage Containers**

**#29 CREATING A SEAMLESS MULTI-SITE MANAGEMENT STRATEGY** This session will explore the challenges of remote management in self storage and strategies for developing a cohesive, multi-site management approach. We'll cover: Operational complexity. • Network infrastructure challenges. • Security and reliability concerns. • Cost Implications. **Vantiva**

**#30 BEYOND CHAT GPT AND APPLICABLE AI TOOLS FOR SELF STORAGE OPERATIONS** In this session, we'll explore how AI can drive business growth beyond the basics. Integrating AI into self storage operations revolutionizes your business. AI enhances data measurement optimizes pricing, and maximizes revenue with dynamic models. AI-driven marketing creates targeted, automated campaigns, boosting engagement and conversions. Time management improves with AI scheduling and virtual assistants. Personalized customer experiences and improved service with AI insights foster loyalty and satisfaction. Embrace AI to transform efficiency, profitability, and customer focus, giving you a competitive edge in the industry. **XPS Solutions**



# SPONSORS & BOARD OF DIRECTORS

## 2024 SSA NATIONAL BOARD OF DIRECTORS

*Chair*  
**Alyssa Quill**  
**STORAGE ASSET MANAGEMENT, INC.**  
 294 Pleasant Acres Road  
 York, PA 17402

*Vice Chair*  
**Wes Carter**  
**MORNINGSTAR PROPERTIES, INC.**  
 725 Park Center Drive  
 Matthews, NC 28105

*Treasurer*  
**Brian Cohen**  
**ANDOVER PROPERTIES LLC**  
 215 East 58th Street, Suite 4C  
 New York, NY 10022

*Secretary*  
**Aaron Eldridge**  
**STOR ALL SELF STORAGE**  
 253 Womstead Drive  
 Grayson, KY 41143

*Immediate Past Chair*  
**Tamara Fischer**  
**NATIONAL STORAGE AFFILIATES**  
 8400 East Prentice Ave, 9th Floor  
 Greenwood Village, CO 80111

*National Director*  
**Weyen Burnam**  
**STORAGEMART**  
 215 N. Stadium Boulevard  
 Columbia, MO 65203

*National Director*  
**Chuck Gordon**  
**STORABLE**  
 10900 Research Blvd., Suite 160C  
 Austin, TX 78759

*National Director*  
**Noah Mehrkam**  
**SELF STORAGE PLUS LLC**  
 PO Box 25523  
 Washington, DC 20027

*National Director & LOC Rep*  
**Adam Mikkelson**  
**LIBERTY INVESTMENT PROPERTIES**  
 834 Highland Ave.  
 Orlando, FL 32803

*National Director*  
**Phil Murphy**  
**NEXT DOOR STORAGE**  
 11811 N. Knoxville Ave.  
 Dunlap, IL 61525

*National Director*  
**Meisha Wilson**  
**HIDE-AWAY STORAGE**  
 1813 Manatee Ave W.  
 Bradenton, FL 34205

*National Director  
 Public Company Rep*  
**Eric Bishop-Berry**  
**EXTRA SPACE STORAGE**  
 2795 East Cottonwood Pkwy., Suite 400  
 Salt Lake City, UT 84121

*Ex-Officio  
 Veteran/Emeritus*  
**Patrick Reilly**  
**URBAN SELF STORAGE INC.**  
 918 S. Horton St, Ste 1000  
 Seattle, WA 98134

*Ex-Officio  
 Young Leader Seat*  
**Tim Springer**  
**MOVE IT STORAGE**  
 12655 N. Central Expressway, Suite 925  
 Dallas, TX 75243

*Ex-Officio  
 SSA President & CEO*  
**Timothy J. Dietz**  
**SELF STORAGE ASSOCIATION**  
 1001 North Fairfax St, Ste 505  
 Alexandria, VA 22314

## AMBASSADOR SPONSORS

**All From 1 Supply**  
 Andrew Fawcett  
 855.366.1100  
 allfrom1supply.com

**Chateau Products, Inc.**  
 941.746.3976  
 chateauproducts.com

**Janus International Group, LLC**  
 Suzanne Reitz  
 770.562.2850  
 janusintl.com

**Marcus & Millichap**  
 Steven Weinstock  
 630.570.2250  
 marcusmillichap.com

**SmartStop**  
 Joe Robinson  
 877.327.3485  
 smartstopselfstorage.com

**Storable**  
 CC Fisher  
 512.431.5158  
 storable.com

**Xercor Insurance Services, LLC**  
 Brynn Lee  
 317.734.3346  
 xercor.com

**Yardi Breeze**  
 Jeff Bailey  
 800.866.1144  
 yardi.com

## PARTNER SPONSORS

**ARCO/Murray Design Build**  
 469.999.6579  
 arcomurray.com

**Charity Storage**  
 Mario Macaluso  
 844.945.3387  
 charitystorage.org

**CubeSmart Management**  
 Guy Middlebrooks  
 800.663.5330  
 cubesmart.com/self-storage-management

**G5**  
 541.905.3767  
 GetG5.com

**StorQuest Self Storage**  
 310.451.2130  
 storquest.com/property-management

## PATRON SPONSORS

**MiniCo Insurance Agency**  
 James Appleton  
 602.678.3532  
 minico.com

**NexPoint Storage Partners**  
 Aaron Crowley  
 901.623.9426  
 nexpointstorage.com

**On The Move**  
 onthemovetrucks.com

**OpenTech Alliance**  
 Andrew Wisdom  
 800.419.2006  
 opentechalliance.com

**PTI Security Systems**  
 Ryan Stewart  
 800.523.9504  
 ptisecurity.com

**Self Storage Manager**  
 Kat Shenoy  
 800.469.1740  
 selfstoragemanager.com

**StoreEase Virtual Management**  
 Josh Boyd  
 972.345.9127  
 storeeasevirtualmanagement.com

**Trachte Building Systems**  
 800.356.5824  
 trachte.com

## 2024 FALL CONFERENCE & TRADE SHOW SPECIALTY SPONSORS

A & E CONSTRUCTION CO.  
 ADVERANK  
 AUTOMATIT  
 BETCO  
 CHARITY STORAGE

CHATEAU PRODUCTS  
 COMPASS BUILDING  
 SYSTEMS  
 CUBBY ENTERPRISES, INC  
 DAVINCI LOCK  
 HRIC MD, INC

JANUS INTERNATIONAL  
 JUSTSTORAGE  
 KIWI II  
 CONSTRUCTION, INC  
 ONITY  
 PUBLIC STORAGE

QUIKSTOR  
 RELIABLE COMMERCIAL  
 CONSTRUCTION  
 RKA ARCHITECTS, INC  
 ROLL-UP DOOR, INC  
 SAVVY STORAGE

INSURANCE PROGRAM  
 SMARTSTOP SELF STORAGE  
 SPAREBOX TECHNOLOGIES  
 SPIDERDOOR, LLC  
 STEEL & METAL SYSTEMS

STEEBLUE  
 STORABLE  
 STORAGE COMMANDER  
 STORQUEST SELF STORAGE  
 SUPPLYSIDE USA, INC

TENANT, INC  
 TRACHTE BUILDING  
 SYSTEMS  
 VANTIVA  
 XPS SOLUTIONS

SPONSORED BY



SELF STORAGE

# VALUATION & ACQUISITION COURSE

NOVEMBER 4 – 6 | NASHVILLE, TENNESSEE  
THE CAMBRIA HOTEL NASHVILLE DOWNTOWN

REGISTER NOW



**ATTEND THIS FAST-PACED EXECUTIVE EDUCATION COURSE  
FOR SELF STORAGE REAL ESTATE INVESTMENT MANAGEMENT.**

Self storage valuation is different than any other real estate sector.

Learn the specifics of self storage valuation and operation.

All attendees receive two customized financial modeling tools.

# MARK YOUR CALENDAR

## **2024 Fall Valuation & Acquisition Course**

November 4 – 6, 2024 • The Cambria Hotel Nashville

*Nashville, Tennessee*

## **2025 Executive Ski Workshop**

January 20 – 23, 2025 • Big Sky Resort

*Big Sky, Montana*

## **2025 Spring Conference & Trade Show**

March 12 – 14, 2025 • Rosen Shingle Creek

*Orlando, Florida*

## **2025 Fall Conference & Trade Show**

September 2 – 5, 2025 • Aria Resort & Casino

*Las Vegas, Nevada*

FOR MORE INFORMATION GO TO: [SELFSTORAGE.ORG](https://www.selfstorage.org)



# THANK YOU

**TO OUR SPONSORS**  
FOR MAKING THIS EVENT POSSIBLE