

45
YEARS

OF INDUSTRY
LEADERSHIP &
EXPERIENCE



REGISTER TODAY AT [SELFSTORAGE.ORG](https://www.selfstorage.org)

SSA 2020 FALL CONFERENCE

SEPTEMBER 8 – 11 ◆ DELIVERED ONLINE

SCHEDULE AT-A-GLANCE

Featuring *Virtual Vignettes*,
short enough to keep you engaged, long enough to keep you riveted.

TUESDAY

September 8

MANAGERS SUMMIT

(included in your registration fee)

11:00 am – 1:30 pm EST

20 Questions in 2020

Anne Ballard and Stacie Maxwell
Universal Storage Group

THE SELF STORAGE ECONOMIC SUMMIT

(included in your registration fee)

2:00 pm – 4:30 pm EST

SPEAKER: **Dr. Richard K. Green**

Chair of the University of Southern California's Lusk Center for Real Estate

Sponsored by the Large Owners Council



WEDNESDAY

September 9

FOUNDATION FORUM

ALL-STAR WEDNESDAY

Astronaut Scott Kelly

11:00 am - 11:30 am EST

Political Analyst Charlie Cook

11:45 am - 12:15 pm EST

Retired Navy SEAL Robert O'Neill

12:30 pm - 1:15 pm EST

CONCURRENT SESSIONS

2:00 pm - 2:30 pm EST

Understanding Your Consumer: An Annual Analysis of Self Storage Tenant Behavior Trends & Data Insights
Robert Chiti, OpenTech Alliance

Operating Best Practices During a Pandemic
Carol Mixon-Krendl, SkilCheck Services

Navigating the Buying and Selling Process During a Crisis Year
Ben Vestal, Argus Self Storage Advisors

CONCURRENT SESSIONS

3:00 pm - 3:30 pm EST

Modern Smart Entry and Security Has Arrived Just in Time
Terry Bagley, Janus International

Property Taxes Uncovered
Jeff Humphrey, Devon Self Storage

Legal Issues with Contactless Rentals
Carlos Kaslow and Scott Zucker, SSLN



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THURSDAY

September 10

GENERAL SESSIONS

VIRTUAL VIP THURSDAY

Executive Roundtable: Checking in with the Public Company CEOs

11:00 am – 11:45 am EST

An Extraordinary Online Gathering of Every Public Company CEO in the Self Storage Industry: Join Joe Russell (Public Storage), Joe Shoen (U-Haul), Chris Marr (CubeSmart), Tamara Fischer (NSA), Joe Saffire (Life Storage) and Joe Margolis (Extra Space) as they offer personal insights on adapting during the 2020 crisis

Panel Discussion: The Changing Storage Landscape

12:15 pm – 1:00 pm EST

Marc Smith, Personal Mini Storage, MODERATOR

Cris Burnam, StorageMart

Chuck Gordon, Storable

Marc Boorstein, MJ Partners

Before coronavirus the industry was bursting with growth.
What does the future hold for self storage inventory in our new reality?

CONCURRENT SESSIONS

2:00 pm – 2:30 pm EST

Self Storage Success: Making Tax Reform Work For You

Bruce Johnson, Capstan Tax Strategies

Helping Leaders and Staff Manage Stress In 2020

Jessie Lamb, Strat Property Management

Moving Beyond Search: Digital Strategies that Help Drive Brand Awareness and Rentals

Melanie Thaden, GoLocal Interactive

2020 Across the Pond

Rennie Schafer, Federation of European SSA's

Europe's Covid-19 experience preceded the states, and has been equally severe. How the industry has fared in the eyes of Rennie Schafer, Executive Director of FEDESSA, the Industry's European Trade Group.

JOIN US ONLINE IN SEPTEMBER!

THURSDAY

September 10

CONCURRENT SESSIONS

3:00 pm – 3:30 pm EST

What Does Prop 15 Mean to California Operators?

Rob Lapsley, President of the California Business Roundtable

Solar Success: Leveraging Energy Systems to Increase Profit and Property Value

Mat Elmore, Pivot Energy

What's Happening to Facility Values? Understanding, Calculating and Increasing Facility Value

Clair Hoover, Freedom Storage Management

Your FAQs About Digital Marketing Answered

Tommy Nguyen, StoragePug, MODERATOR

Will Harlan, G5; Christina Alvino, FineView Marketing;

Melissa Stiles, Storage Asset Management; Holly Fiorello, CallPotential

FRIDAY

September 11

CONCURRENT SESSIONS

11:00 am – 11:30 am EST

The New Era in Self Storage Project Due Diligence

RK Kliebenstein, Coast-to-Coast Realty Advisors

Prevails and Pitfalls of E-mail and Affordable E-Sign in the Self Storage Industry

Zafar Khan, RPost

Auditing Your Self Storage Facility

Magen Smith, Atomic Storage Group

CLOSING GENERAL SESSION

12:00 pm – 1:00 pm EST

A-LIST FRIDAY

Straight From the SSA Legal Department

Joe Doherty, SSA SVP, Chief Legal & Legislative Officer

Daniel Bryant, SSA Legal & Legislative Counsel

They have been on top of every legal development during this extraordinary year, ensuring storage operators understood their rights and the swiftly changing pitfalls. Joe and Daniel will address everything from keeping your facility and project active, to making the right decisions in the collections process.

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