

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)*

#### 20 Questions in 2020

Anne Ballard and Stacie Maxwell  
Universal Storage Group

11:00 am – 1:30 pm EST

#### THE SELF STORAGE ECONOMIC SUMMIT

*(included in your registration fee)*

We are excited to partner with the Large Owners Council for this fall's SSA Economic Summit, which will showcase the most current, up-to-date information on economic and industry trends, changes in the capital markets and other key issues of the financial world as they pertain to self storage.

Sponsored by the Large Owners Council

2:00 pm – 4:30 pm EST



WEDNESDAY

September 9

FOUNDATION FORUM

ALL-STAR WEDNESDAY

Astronaut Scott Kelly

11:00 am - 11:30 am est

Political Strategist 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



REGISTER AT SELFSTORAGE.ORG

## 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 Solutions) 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**

**Carly Ferris, 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 13/Split Roll 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

#### Using Old School Marketing to Influence Your Online Presence

Jessica Castro

## 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..

*REGISTER AT [SELFSTORAGE.ORG](http://SELFSTORAGE.ORG)*