

Level Up

Take Your Business to the Next Step

NCSSA CONVENTION & TRADE SHOW



November 8 – 9

Embassy Suites by Hilton
Raleigh–Durham/ Research Triangle

ONSITE PROGRAM



RENEW
for 22



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DECEMBER 31, 2021!

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- (NOTE: Your renewal for 2022 will not be complete until we have received your payment)*

Need help with your log in, adding facilities...

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President's Message

Robert High, *NCSSA President*


Welcome! We are so excited you have decided to attend the 2021 NCSSA Convention and Trade Show at the Embassy Suites Raleigh-Durham / Research Triangle. I encourage you to take advantage of all this event has to offer.



This year's theme "Level Up: Take your Business to the Next Step" has something for everyone—from big operators to small "mom and pop" operators. Keynote speaker John Chang of Marcus & Millichap, self storage legal attorney Scott Zucker of Weissmann, Zucker, Euster, Morochnik & Garber P.C. and the Self Storage Legal Network, and Alyssa Quill with Storage Asset Management, will headline the convention. The convention will also provide many concurrent sessions with relevant information, whether you are new to the industry or a veteran owner. This event will be educational, provide valuable networking opportunities, and help strengthen our industry.

I want to thank all the exhibitors and sponsors for attending and supporting this event. Make sure you to take advantage of the trade show. This is an excellent opportunity for making valuable contacts, collaborating with business partners and industry leaders, while learning more about the industry. Ask vendors questions about their products and challenge them to explain how they can take your business to the next step!

2020–2021 had some unique challenges, but the NCSSA and the self storage industry have continued to prosper. With the help of our new management team at the National Self Storage Association (SSA), the NCSSA has become more efficient and stronger as an association. Our resources have expanded and our communication has improved, and soon, you will see a new website with more online resources. Stop by the registration desk to meet the SSA team and shop for self storage publications, join the NCSSA, add the Self Storage Legal Network (SSLN) and inquire about the Certified Self Storage Manager's Course.

We are truly thankful for your support by joining the NCSSA. Working together and helping each other makes the association stronger. I'm looking forward to meeting new members and attendees at this event and seeing friends and familiar faces. 

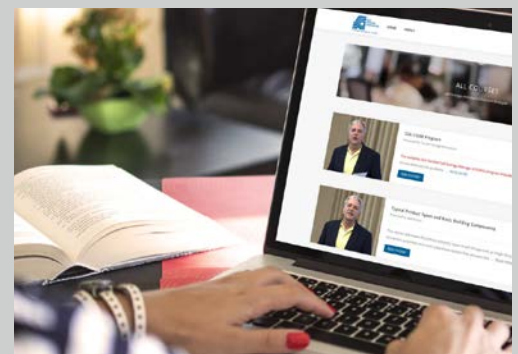
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NCSSA CONVENTION & TRADE SHOW

Locations & Hotel Map

Blowing Rock & Chimney Rock

KEYNOTE
GENERAL SESSIONS
LEGAL UPDATES
LUNCH & DINNER

Smith, Cameron & Reynolds

CONCURRENT EDUCATIONAL SESSIONS

Pinehurst

LOUNGE

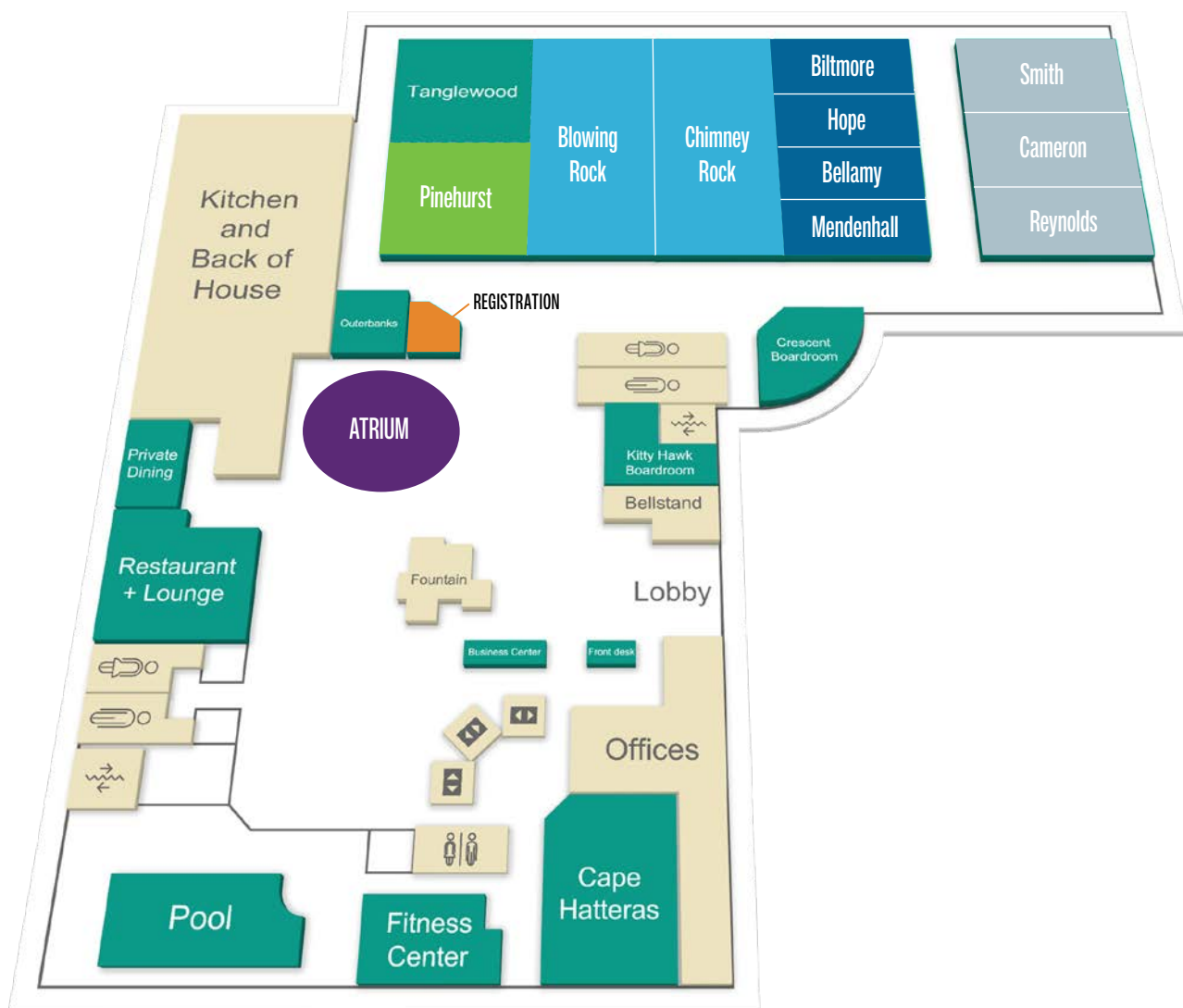
Biltmore, Hope, Bellamy & Mendenhall

TRADESHOW
RECEPTION
BREAKFAST - *Non-hotel Guests*

Atrium

BREAKFAST - *Hotel Guests*

Registration





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MEET THE EDUCATION AND CONVENTION COMMITTEES

The NCSSA thanks our board members for their contributions with planning the 2021 convention. We hope you to take away new ideas back to your businesses to make them even more successful. *Level Up!*

Convention Committee



Mike MacManus
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Martha Heath, Committee member

Education Committee



Lynn Sykes
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Self Storage Association

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CONFERENCE SCHEDULE *(subject to modification)*

Monday, November 8

10:00AM – 11:00AM	TRADE SHOW SETUP	<i>Biltmore/Hope/Bellamy/Mendenhall</i>
10:00AM	REGISTRATION <i>Bags Sponsored by BETCO</i> <i>Lanyards Sponsored by U-Haul Self Storage Affiliate Network</i>	<i>Registration</i>
	 	
11:00AM – 12:45PM	TRADE SHOW OPEN	<i>Biltmore/Hope/Bellamy/Mendenhall</i>
12:00PM – 12:45PM	LUNCH <i>Grab-n-Go lunch available in Blowing Rock/Chimney Rock foyer</i>	<i>Blowing Rock/Chimney Rock</i>
12:45PM – 1:00PM	WELCOME Robert High , Robert High Development LLC, and Kevin Leebrick , My Storage Ops	<i>Blowing Rock/Chimney Rock</i>
1:00PM – 1:15PM	LEGISLATIVE UPDATE Johnny Tillet and D. Bowen Heath , McGuire Woods	<i>Blowing Rock/Chimney Rock</i>
1:15PM – 2:00PM	KEYNOTE John Chang , Marcus & Millichap	<i>Blowing Rock/Chimney Rock</i>
2:00PM – 2:15PM	BREAK	
2:15PM – 3:00PM	CONCURRENT SESSIONS Concurrent #1 MARKETING ANALYTICS: WHAT IT MEANS FOR YOUR DIGITAL MARKETING PROGRAMS Melissa Stiles , Storage Asset Management Concurrent #2 HIRING AND RETAINING EMPLOYEES IN TODAY'S COMPETITIVE ENVIRONMENT Cindy Ashby , StorEase Concurrent #3 STRATEGIES FOR OPTIMIZING REVENUE MANAGEMENT Kevin Leebrick , My Storage Ops	<i>Smith/Cameron/Reynolds</i> <i>Smith</i> <i>Cameron</i> <i>Reynolds</i>
3:00PM – 3:15PM	BREAK	
3:15PM – 4:45PM	LEGAL UPDATE Scott Zucker , Self Storage Legal Network and Weissmann, Zucker, Euster, Morochnik & Garber P.C.	<i>Blowing Rock/Chimney Rock</i>



Monday, November 8 (continued)

4:45PM – 5:15PM

NATIONAL SSA UPDATE

Self Storage Association

5:15PM – 6:30PM

TRADE SHOW AND RECEPTION

Sponsored by
Janus International Group and Marcus & Millichap

Biltmore/Hope/Bellamy/Mendenhall



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INTERNATIONAL GROUP

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THE GORMAN
SELF-STORAGE GROUP

6:30PM – 8:00PM

DINNER

Blowing Rock/Chimney Rock

Tuesday, November 9

7:00AM

REGISTRATION

Bags Sponsored by BETCO

Lanyards Sponsored by
U-Haul Self Storage Affiliate Network



Registration

7:00AM – 8:00AM

CONTINENTAL BREAKFAST

Embassy Suites guests includes breakfast in the Atrium.

Sponsored by Mako Steel & Rabco Companies



8:00AM – 9:30AM

TRADE SHOW OPEN

Continental breakfast for attendees not staying in the hotel.

Embassy Suites guests includes breakfast in the Atrium.

Biltmore/Hope/Bellamy/Mendenhall

9:30AM – 10:15AM

CONCURRENT SESSIONS

Concurrent #1

GOOGLE MY BUSINESS

Tommy Nguyen, Storage Pug

Concurrent #2

USING TECHNOLOGY TO UP YOUR GAME

Theresa Gallas, Janus International; Jon Loftin, OpenTech Alliance; Brad Minsley, Davinci Lock;
and Access Control Technologies LLC

Concurrent #3

MANAGING LEADS AND IMPROVING CLOSE RATES

Roby Pait, Storage Asset Management

Smith/Cameron/Reynolds

Smith

Cameron

Reynolds

10:15AM – 10:30AM

BREAK

10:30AM – 11:30AM

OWNERS PANEL

LEVELING UP YOUR OPERATIONS

Linda Branch, Storage Solutions LLC - Moderator

William Burnette, Area Storage; Guy Middlebrooks, CubeSmart; and

Eddie Stallings, Stallings Storage, Inc.

Blowing Rock/Chimney Rock

CONFERENCE SCHEDULE & SPEAKER BIOS

Tuesday, November 9 *(continued)*

11:30AM – 11:45AM	BREAK	
11:45AM – 12:30PM	CLOSING GENERAL SESSION HOW TO COMPETE WITH NATIONAL OPERATORS AND WIN Alyssa Quill, Storage Asset Management	<i>Blowing Rock/Chimney Rock</i>
12:30PM – 1:45PM	LUNCH WITH EXHIBITORS TRADE SHOW GRAB-N-GO LUNCH	<i>Biltmore/Hope/Bellamy/Mendenhall</i> <i>Biltmore/Hope/Bellamy/Mendenhall</i>
1:45PM	EXHIBITOR BREAK DOWN	<i>Biltmore/Hope/Bellamy/Mendenhall</i>

SPEAKER BIOS


JOHN CHANG, MARCUS & MILLICHAP

Senior Vice President, National Director Research and Advisory Services



John Chang serves as the National Director of Research and Advisory Services for Marcus & Millichap.

Mr. Chang joined Marcus & Millichap in April 1997 as a Research Manager in the Seattle office. After holding executive marketing and e-business positions with premier residential real estate firms in the Pacific Northwest, he rejoined Marcus & Millichap in November 2007 as the head of its Research Services division.

Mr. Chang leads a team of dedicated real estate research professionals who produce the firm's vast array of market research publications. These detailed reports, analyses and presentations provide insights on all major commercial property types including: Hotels, Industrial, Manufactured Housing, Multifamily, Office, Medical Office, Retail Multi-Tenant, Retail Single-Tenant, Self-Storage and Seniors Housing. As a seasoned commercial real estate analyst, Mr. Chang frequently speaks at leading industry events hosted by organizations such as NMHC, NAIOP, ULI, CCIM, ICSC and SSA and he is often quoted in both trade and mainstream news media. Mr. Chang attended Washington State University where he earned his Bachelor of Business Administration degree. He is an active member of the NMHC Research Foundation Advisory Committee, the ICSC North American Research Task Force and the NAIOP Research Foundation. 



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ALYSSA QUILL, STORAGE ASSET MANAGEMENT CEO



Alyssa is an owner of Storage Asset Management (SAM), a third-party management company specializing in self storage based in York, PA. Alyssa and a partner started the company in 2010. SAM currently operates over 270 facilities in 33 states. Alyssa serves on the Board of Directors for the National Self Storage Association and was the President of the Pennsylvania Self Storage Association. In those roles she's been very active in planning educational meetings for members and lobbying for improvements in state laws affecting self storage owners. Alyssa is often asked to lead seminars on various topics related to self storage management at national and state association meetings and trade shows. Some topics she's presented on in the past include Revenue Management, Auditing, Hiring & Training Great Managers, Improving Close Rates, and Marketing.


Prior to starting SAM, Alyssa ran the Property Management Division of Investment Real Estate for two years. Quill also served as Vice President of Operations for Extra Space Storage and oversaw operations of 90 stores in the Southeast. Before her role in operations, she held positions in the revenue management and finance departments for Extra Space and Storage USA. Prior to her years at Extra Space, she worked in the insurance industry. Quill earned her B.S. degree in Actuarial Science from Penn State University, University Park, PA with additional coursework towards her MBA degree at the University of Memphis.

Alyssa lives in Lancaster, PA with her husband and two children. When she's not working, she enjoys traveling, spending time with family, and staying active. 

SCOTT ZUCKER, ATTORNEY

Self Storage Legal Network and Weissmann, Zucker, Euster, Morochnik & Garber P.C



Scott Zucker specializes in business and commercial litigation with an emphasis on dispute resolution in the areas of construction, real estate, employment and landlord-tenant law. Scott represents companies in matters relating to contract claims, loss and damage claims, delay and productivity claims, premises liability actions and tenant dispossessory. Scott also reviews and drafts construction contracts, property leases and employment agreements, trains property managers in office, retail, multi-family, industrial and self storage and evaluates property management operations in those areas. Scott also has extensive experience in creditors' rights and bankruptcy proceedings as well as in commercial collections. He represents companies throughout the country in resolving their commercial disputes in state or federal courts and through Alternate Dispute Resolution. 

SSA'S SELF STORAGE OPERATIONS MANUAL & TRAINING GUIDE

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NCSSA CONVENTION & TRADE SHOW

Non-Solicitation Policy

Policy of SSA Managed States

While the NCSSA welcomes non-exhibiting vendors who have paid an admission fee to our trade show, all SSA managed states have a policy.

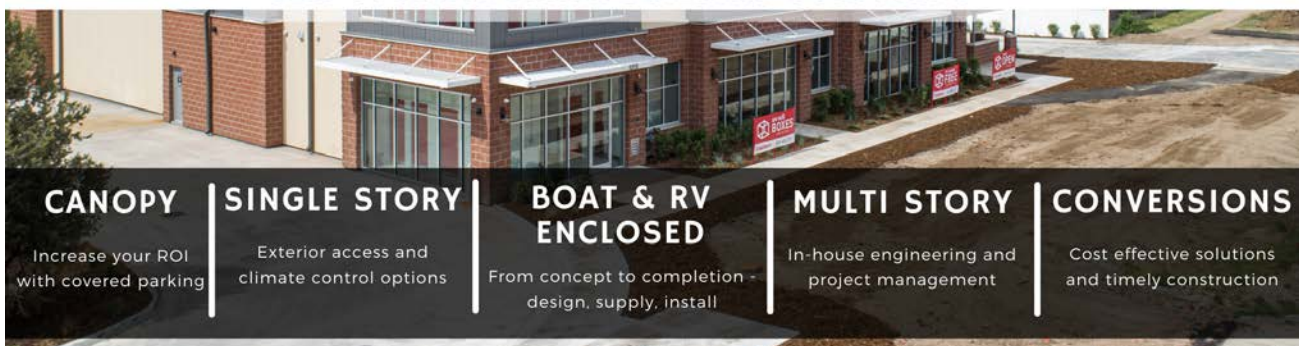
Non-exhibiting vendor companies may not solicit business via distribution of any materials, including but not exclusively, printed materials or handouts, on the NCSSA trade show floor. Also, non-exhibiting vendor companies may not conduct meetings and/or presentations within the trade show facility and surrounding premises owned by said facility during trade show hours.

Exhibiting vendors, NCSSA members, and staff who witness such activity are asked to gather printed materials and/or event invitations and provide them to NCSSA staff, showing that a direct violation of this policy is about to take place or has taken place.

Any violation of this policy will result in an invoice and charge equal to the fee for one exhibit table being submitted for payment by the offending member/organization. The offending individual or company shall be banned from any future NCSSA activities until said invoice is paid in full. Alternatively, NCSSA may charge the non-exhibiting vendor's credit card for the booth fee without providing any further notice to the non-exhibiting vendor. The non-exhibiting vendor consents to the credit card charge and agrees not to make a chargeback request related to such charge. ■



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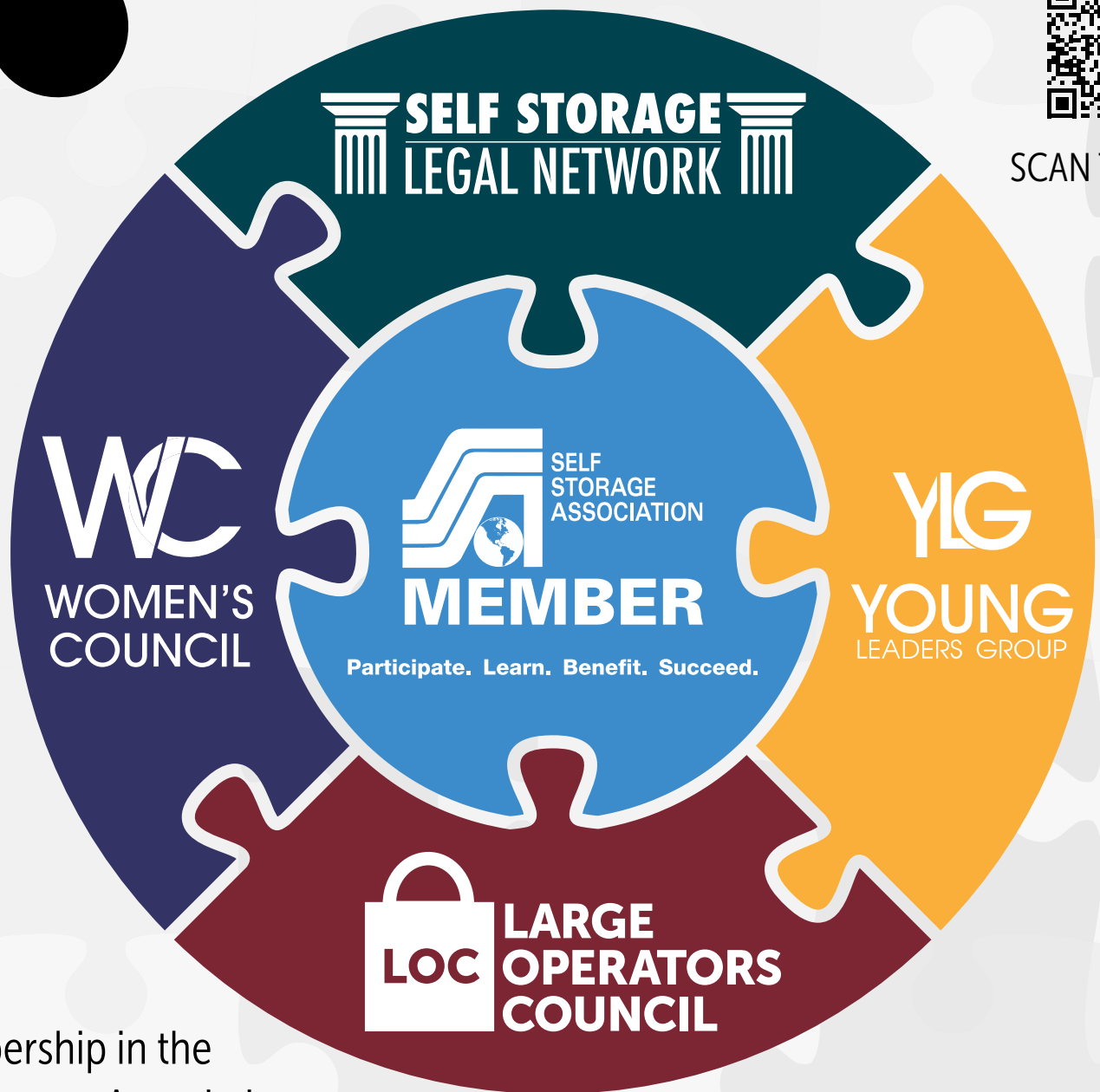


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NCSSA CONVENTION & TRADE SHOW

North Carolina Self Storage Association Antitrust Policy

Policy of SSA Managed States

It is the unqualified policy of the North Carolina Self Storage Association (NCSSA) to conduct its operations in strict compliance with the antitrust laws of the United States. The NCSSA antitrust policy prohibits any discussions which may constitute or imply an agreement or understanding concerning:

1. prices, discounts, or terms or conditions of sale;
2. profits or profit margins or cost data;
3. market shares, sales territories or markets;
4. allocation of customers or territories;
5. selection, rejection or termination of customers or suppliers;
6. restricting the territory or markets in which a company may resell products;
7. restricting the customers to whom a company may sell; or
8. any matter which is inconsistent with the proposition that each owner, operator, manufacturer, wholesaler and distributor must exercise its independent business judgment in pricing its services or products, dealing with its customers and suppliers and choosing markets in which it will conduct business. □


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Absolute Storage Management, Inc. (ASM), founded in 2002, is a leading provider of self-storage solutions in the United States. From our headquarters in Memphis, TN, our company specializes in third-party facility management for owners and operators of self-storage properties. In addition, we have regional offices located in Nashville, Atlanta, Jackson, and Charlotte.



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Lisa Maloney

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Jacob Felts

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Midcoast Properties, Inc. is a leading broker of commercial real estate in the Southeast focusing on the Self Storage industry. Brokerage services are available in NC, SC, AL and GA. Midcoast Properties has specialized in the sale of self storage facilities in the Southeast for over 20 years. While we deal with buyers nationwide we focus on building relationships and representing sellers in the market to protect their interests throughout the life cycle of owning self storage facilities.



NORTH CAROLINA SELF STORAGE ASSOCIATION (NCSSA)

NCSSAONLINE.ORG

The North Carolina Self Storage Association is an association that aims to provide its members with quality standards, proper guidance, networking opportunities and credibility for the self storage industry. The Association is made up of owner/operators whose facilities range from one unit operators to multiple facility owners with thousands of rental units, as well as associate members that represent vendors that serve the industry as well as those individuals who are interested in getting involved. Visit us to get our convention special for new members.



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SELF STORAGE ASSOCIATION (SSA)

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SSA is the registered lobbying entity representing the industry's 49,000 facilities before the U.S. Congress and federal departments and agencies. The Association is also quite active in representation of the industry before state legislative and regulatory bodies. Over the past decade, SSA has spent more than \$5 million influencing over 80 relevant laws, as well as adding specialty licenses for the offering of tenant insurance, and authorizing reasonable late fees, dealing with abandoned records and vehicles, and fighting the imposition of sales taxes on self storage rents in a dozen other states. Stop by to join and get the rest of 2021 FREE.

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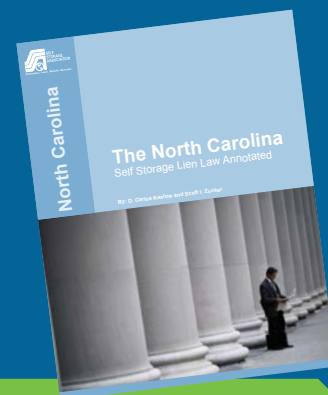
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