

NCSSA 2022 CONVENTION & TRADE SHOW

NOVEMBER 10-11
SHERATON CHARLOTTE HOTEL



DECADES

REGISTER NOW
NCSSAONLINE.ORG

Sheraton Charlotte Hotel
555 South McDowell Street Tower
Charlotte, NC 28204
704.372.4100

INSIDE

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THURSDAY, November 10

*Subject to change

9:00am – 10:30am – TRADE SHOW SETUP – Symphony 1-4

9:00am – **REGISTRATION OPEN** – Carolina A & C Foyer

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10:30am – 12:30pm - **TRADE SHOW OPEN** - Symphony 1-4

11:45am – 12:30pm – **LUNCH** – Symphony 1-4

12:30pm – 1:00pm – Carolina A & C

WELCOME – Kevin Leebrick, My Storage Ops, NCCSA President
NCCSA INAUGURAL HALL OF FAME INDUCTIONS

1:00pm – 2:00pm – Carolina A & C

OWNERS PANEL: Lynn Sykes, Storage Asset Management; Cindy Ashby, Dynamic Storage Solutions; Tana Bryant, Copper Storage Solutions; Tommy Nguyen, StoragePug (moderator)

What burning questions do self storage owners have these days? Join this panel of owners as they talk about the issues that are keeping them up at night.

2:00pm – 2:15pm – Break
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2:15pm – 3:00pm – **CONCURRENT SESSIONS**

Concurrent #1 - Carolina A&C – *The Insider's Guide to Financing Your Self Storage Property* - Greg Porter, Summit Real Estate

This session will provide current and prospective self storage owners with actionable advice to improve their mortgage financing terms. It will include an overview of mortgage financing options available to self storage owners including traditional commercial bank loans, SBA financing, life insurance financing, and CMBS (or Commercial Mortgage-Backed Securities) and describe the pros and cons of each option available and circumstances where each mortgage loan product is ideal.

Concurrent #2 – Carolina D – *The 12Cs of Social Media Marketing* – Jessica Johnson, SBOA

Social media marketing can be very powerful for your self-storage business if executed properly. It helps build sales, builds brand loyalty, can influence buying decisions, increase online reviews and more. With a strong social media strategy and the ability to create engaging content, you can engage and grow your

following organically and rapidly. By the end of this session, you will have a clear roadmap to take back to your business and implement.

Concurrent #3 – Carolina E – *What's Next? Remote? Manned? Hybrid?* – Cindy Ashby, Dynamic Storage Solutions; Linda Branch, Storage Solutions LLC; Jacob Mortensen, 10 Federal; Gavin Shields, Stora

Join this group of self storage pros as they discuss what we've learned and where technology has taken us in regard to self storage operations, both here and abroad.

3:00pm – 3:15pm – Break
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3:15pm – 4:00pm - **CONCURRENT SESSIONS**

Concurrent #1 - Carolina A&C – *Valuations: What you Need to Know Before Buying or Selling in Today's Market* – Jane Sauls, Sauls Storage Group

Gain an understanding of your facility's present value and the variables that impact the future valuation. Discuss the trends and threats of today's economic cycle and how that aligns with your strategic plan.

Concurrent #2 – Carolina D – *Self Storage Marketing in 2023 and Beyond* - Sarah Beth Johnson, Universal Storage Group

Marketing your self storage business is more important than ever now that we're entering a more competitive environment. Join Sarah Beth as she talks about strategies and tactics to make sure you stand out against your competitors.

Concurrent #3 – Carolina E - *Construction Panel – Boat & RV, New Construction and Renovations* Steve Hajewski, Trachte; Matt Maurer, Betco; Travis Lawhorne, Janus International

Join this trio of construction and development experts as they discuss what's new in Boat & RV Storage, new construction and facility renovations.

4:00pm – 5:00pm - **TRADE SHOW with COCKTAILS-** Symphony 1-4
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5:00pm – 7:00pm –**RECEPTION and LIGHT FARE** – Craft City Social Club
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FRIDAY, November 11

*Subject to change

7:00am – **REGISTRATION OPEN** – Carolina A & C Foyer

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7:00am - 8:00am – Breakfast Buffet - Carolina A & C

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8:00 am – 9:45am – **TRADE SHOW** -Symphony 1-4

9:45 am - Exhibitor Move Out - Symphony 1-4

9:45am – 10:30am – Carolina A & C

TECHNOLOGY PANEL – Tommy Nguyen, StoragePug; Mason Shaw, KISS Storage Solutions; Jon Loftin, OpenTech Alliance

The next generation of self storage demands automation and the integration of technology into our day-to-day operations. In this session, we'll discuss why and how we can make that happen and the new technology tools in the market that will help you get there.

10:30am – 10:45am – Break

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10:45am – 11:30am – Carolina A & C

ROUNDTABLES – Join us as we have a number of topics of interest to owners, operators and managers of self storage facilities. You'll be handed a list of roundtables onsite so you can select those where the discussion will benefit you most. We will ring the bell at 12-minute intervals to allow you time to 'table-hop' and participate in 3 different table discussions during this session.

11:30am – 11:45am – Break

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11:45am – 12:45pm Carolina A & C

CLOSING GENERAL SESSION – NC LEGAL UPDATE & Q&A - Jeffrey Greenberger, Greenberger & Brewer LLP

Join self storage legal expert Jeffrey Greenberger as he answers your questions about e-signatures, what do to when someone's living in one of your units and other hot legal topics you need to know.

50-50 Raffle for cash and prizes to benefit StorageGives

12:45pm –Grab n Go Snacks - Carolina A & C Foyer

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Storage Gives

Every Unit Impacts a Life.

Win Big and Show Your Support of Storage Gives!

Buy Your Raffle Tickets for the **50/50 DRAWING** at the Storage Gives Table #57 and the Registration Desk.

1 for \$10 • 3 for \$25
13 for \$100
20 for \$150 (includes 5 drink tickets)