

NCSSA 2023

CONVENTION & TRADE SHOW



November 13-14

Embassy Suites Raleigh-Durham Research Triangle



Storage Explorers
EXPLORING NEW TRENDS, EXPLORING NEW FRIENDS

Convention & Trade Show Schedule

Monday, November 13*

*Subject to change

10:00am – REGISTRATION OPEN

Event Sponsors



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10:00am – 11:00am - **TRADE SHOW SETUP**- Chimney Rock/Biltmore/Hope/Bellamy/Mendenhall

11:00am – 12:45pm –**Visit TRADE SHOW (LUNCH served from 12-12:45 pm) Sponsored By: KINNOVIS**
Chimney Rock/Biltmore/Hope/Bellamy/Mendenhall

12:45pm – 1:15pm – Blowing Rock/Tanglewood/Pinehurst
WELCOME – Kevin Leebrick, My Storage Ops, NCSSA President
NCSSA HALL OF FAME INDUCTIONS

1:15pm – 2:15pm – **KEYNOTE** - Blowing Rock/Tanglewood/Pinehurst
Keynote Speaker Sean Watson, Director of Special Projects & Futurist at Trend Hunter



As Trend Hunter's Director of Special Projects, Sean Watson wears many different hats. Whether helping Fortune 500 brands refine their approach to innovation through our Patterned Thinking workshop, or outlining ways an organization can get ahead through his Futuristic Tech presentation, Sean approaches public speaking with the mission to inform the mind and inspire the imagination. He has honed this skill through his extensive background at companies like Rogers, Bertelsmann and American Express. As Trend Hunter's resident tech specialist, Sean has run private keynotes and innovation sessions with brands such as Coca-Cola, Kraft-Heinz, and Google. His expertise is in getting highly knowledgeable teams to employ a new perspective of the trend content they deem relevant to them, consequently encouraging them to reset and rethink their approach to innovation.

2:15pm – 2:30pm – BREAK

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2:30pm – 3:30pm – CONCURRENT SESSIONS

Concurrent #1 - Smith – 10+10=100 – Management and Marketing Metrics That Spell Success – Stacie Maxwell and Lou Barnholdt, Universal Storage Group. We will discuss the 10 Management and 10 Marketing Metrics that spell success. How to measure and achieve each one to the best of your ability, whether just starting out or a seasoned professional. All of us want to see annual and ongoing improvements so learn how to spot the areas of your store that need additional focus or improvements. Easy tools like your management summary, daily activities and easy common sense marketing techniques make this possible so that all of us achieve our potential and grow our business. Bring your laptop or reports on your phone for comparison to others and standard practices. And someone in the audience receives a strand of pearls too!

Concurrent #2 – Cameron – Financing Storage in Uncertain Times, David Smyle, Pacific Southwest Realty Services. In this session, we'll cover who is lending and the permanent loan programs available during these uncertain times of recession and bank failures. We'll cover Banks, Credit Unions, SBA, CMBS and Life Company lending programs. We'll also discuss how underwriting and requirements have changed in the last 6 months and what to expect in 2024. It will also briefly cover construction financing and bridge financing and include a Q&A session. This session will help attendees understand the lender underwriting process and how loan dollars are arrived at. We'll also cover the various rates and costs between different programs in detail.

Concurrent #3 – Reynolds – Technology Panel - Harnessing Automation = Self Storage Success – Tommy Nguyen (Moderator); Victor Martinez, AI Lean; Andrew Capranos, 10 Federal

In this session, we'll explore how to optimize operations and mitigate risks by embracing technology that's available to you today.

3:30pm – 3:45pm – BREAK

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3:45pm – 4:45pm - CONCURRENT SESSIONS

Concurrent #1 - Smith – Revenue Management - Tana Bryant, Copper Storage Management; Storage Asset Management. Using inventory, marketing and other facility data to make the best decisions for pricing is essential in today's market. Join this duo of revenue management experts as they break down strategies for revenue optimization.

Concurrent #2 – Cameron – How to Make Remote Management Work – The Good, The Bad and the Ugly (Panel) - Jim Mooney, Freedom Storage Management (Moderator); Terry Campbell, Copper Storage Management; Rick Beal, Atomic Storage Group. The self storage industry has witnessed a rise in unmanned facilities, while traditional manned facilities continue to operate with onsite staff. We'll hear from some operations and technology experts on how the different models work, the pros and cons of unmanned facilities and will provide real-life examples of what to do and what not to do as you make the decision about whether manned or unmanned is right for you!

Concurrent #3 Reynolds - Adding Value: How we added \$2 Million of Value in 2 Years – Brian Barry, Barry Brothers Self Storage – In this session, we'll cover how we sourced, financed, purchased, and continue to manage their first property. And we'll share how we added value to the facility, month by month, to add a tremendous amount of value in a very short time. We'll cover: How We Found The Property, How We Analyzed The Market, How We Negotiated The Deal, How We Funded the Deal and how we continue to push rates and add value. We'll also cover the basics on how to make an expansion and the significance of expanding when the market demands it.

4:45pm – 7:00pm - **TRADE SHOW with COCKTAILS & Storage Gives Auction**

Chimney Rock/Biltmore/Hope/Bellamy/Mendenhall

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7:00pm – **Trade Show Break Down**

Tuesday, November 14*

*Subject to change

7:30am – **REGISTRATION OPEN**

Bags Sponsor The logo for DaVinci Lock features a red padlock icon with a white keyhole, followed by the text "DaVinci Lock" in a red, cursive script font.

Lanyards Sponsor The logo for SafeLease features a blue diamond-shaped icon with a white outline, followed by the text "SafeLease" in a blue, sans-serif font and "TENANT PROTECTION" in a smaller, blue, sans-serif font below it.

Notebook Sponsor The logo for Storagely.io features a stylized orange and white icon resembling a storage unit or a cube, followed by the text "Storagely.io" in a blue, sans-serif font.

Pen Sponsor The logo for TBS TRACHTE Building Systems features the letters "TBS" in a blue, serif font, followed by "TRACHTE" in a blue, sans-serif font and "Building Systems" in a smaller, blue, sans-serif font below it.

8:00am - 9:00am – **BREAKFAST**- Blowing Rock/Tanglewood/Pinehurst Foyer

Sponsored by: The logo for copperstorage management features the text "copperstorage" in a green, sans-serif font and "management" in a smaller, green, sans-serif font below it, with a vertical line to the right. The logo for CUBESMART management features a red cube icon with a white outline, followed by the text "CUBESMART" in a red, sans-serif font and "management" in a smaller, red, sans-serif font below it. The logo for STORAGE SHIELD features a red shield icon with a white outline and a white letter "S" inside, followed by the text "STORAGE" in a red, sans-serif font and "SHIELD" in a smaller, red, sans-serif font below it.

8:00 am – 10:15am – TRADE SHOW Break Down continued - Chimney Rock/Biltmore/Hope/Bellamy/Mendenhall

8:30am – 9:15am – Blowing Rock/Tanglewood/Pinehurst

Marketing for the Future: Embracing Innovation and Adaptation to Drive Long-Term Success in Self Storage -

Holly Fiorello, CallPotential; Melissa Stiles, Storage Asset Management; Christina Alvino, Fineview Marketing; Stacie Maxwell, Universal Storage Group; Jessica Johnson, Storage Business Owner's Alliance.

In a competitive and ever-evolving self-storage industry, it is vital for owners and operators to stay updated on the latest trends and best practices. During this engaging panel discussion, you'll learn about:

- Proven marketing strategies and tactics for the modern self-storage industry, including digital marketing, local outreach, content creation, and social media management.
- Identifying and capitalizing on emerging market opportunities, such as niche storage solutions, eco-friendly initiatives, and creative partnerships.
- Harnessing technology and data analytics to optimize facility operations, enhance customer experience, and make data-driven decisions.
- Building a strong brand identity and fostering a loyal customer base through community engagement and exceptional customer service.
- Preparing your self-storage business for the future: anticipating trends, adapting to change, and staying ahead of the competition.

This insightful and accessible session will provide valuable takeaways for owners and operators of all experience levels. Be ready to engage in thought-provoking conversations and walk away with actionable ideas to elevate your self-storage business in both the present and the future.

9:15am – 9:30am – Break

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9:30am – 10:15am – Blowing Rock/Tanglewood/Pinehurst

WHAT'S NEW IN SELF STORAGE FINANCING – Travis Bailey, First Bank; L. Howard Brooks, Jr, Medalist Capital; Dawn Carter, First Bank; Bishesh Shrestha, Live Oak Bank.

Our panel of NC bankers will cover the latest in self storage financing, rate trends, what impact have increased rates had on acquisitions and development, what the future holds, and more.

10:15 – 10:30am – Break

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10:30am – 11:30am – Blowing Rock/Tanglewood/Pinehurst

NC LEGAL UPDATE & Q&A - Jeffrey Greenberger, Greenberger & Brewer LLP

Join self storage legal expert Jeffrey Greenberger as he answers your questions about the NC lien law and other hot legal topics you need to know.

11:30am – 11:45am – Break

Sponsored by



11:30am – 12:45pm – Blowing Rock/Tanglewood/Pinehurst

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.

Scavenger Hunt/Treasure Hunt Results

12:30pm – Grab n Go Snacks – Chimney Rock/Blowing Rock Foyer