

NOVEMBER 9–10

Grandover Resort and Spa
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NCSSA 2026
CONVENTION & TRADE SHOW

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NCSSA 2026 CONVENTION & TRADE SHOW

Welcome to the 2026 NCSSA Convention & Trade Show!

It is my pleasure to welcome you to the beautiful Grandover Resort & Spa in Greensboro, North Carolina, for the 2026 North Carolina Self Storage Association Convention & Trade Show!



I am excited to have everyone together for what promises to be a great couple of days of education, networking, and fellowship. One of the things that makes our association special is the opportunity to bring together owners, operators, managers, and industry partners to share ideas, build relationships, and learn from one another.

As our industry continues to evolve, it is important that we stay connected, informed, and prepared for the opportunities and challenges ahead. Our committees have worked hard to put together an excellent program, and I am confident there will be something valuable for everyone.

A few highlights of this year's convention include:

- **Sunday Golf:** For those arriving early, we hope you will take advantage of the opportunity to enjoy a round of golf at Grandover before the convention gets underway.
- **NCSSA Hall of Fame:** We will recognize and celebrate individuals whose leadership, dedication, and contributions have helped shape the self storage industry in North Carolina.
- **Educational Sessions:** We have a great lineup of industry-focused discussions, including dedicated Owners and Managers Tracks designed to provide valuable insights and practical takeaways.
- **Trade Show & Networking:** Take time to visit our exhibitors, discover new products and services, and connect with fellow members and industry partners.
- **Legal Updates & Roundtables:** Stay informed on important legal matters affecting our industry and participate in discussions where we can share experiences, challenges, and best practices.

As I reflect on this past year serving as your President, I am grateful for the opportunity to represent such a dedicated group of professionals. I want to extend a special thank you to our Board of Directors, committee members, sponsors, exhibitors, and everyone who has worked behind the scenes to make this convention possible. Your time, commitment, and support are what continue to move our association forward.

I also want to personally thank our members. Your continued involvement and support are the foundation of the NCSSA, and I appreciate the opportunity to serve alongside you.

My hope is that everyone leaves this convention with a few new ideas, stronger relationships, and a renewed excitement about the future of our industry.

Thank you for being here, enjoy the convention, and let's make the most of our time together! 

Demarco Southerland • 2026 President, North Carolina Self Storage Association

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NCSSA HARDSHIP RELIEF FUND



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When times get hard...
Sometimes you might need a little help.

GRANDOVER RESORT & SPA MAP

Grandville Ballroom

TRADE SHOW

GENERAL SESSIONS

OWNER'S TRACK

MANAGER'S TRACK

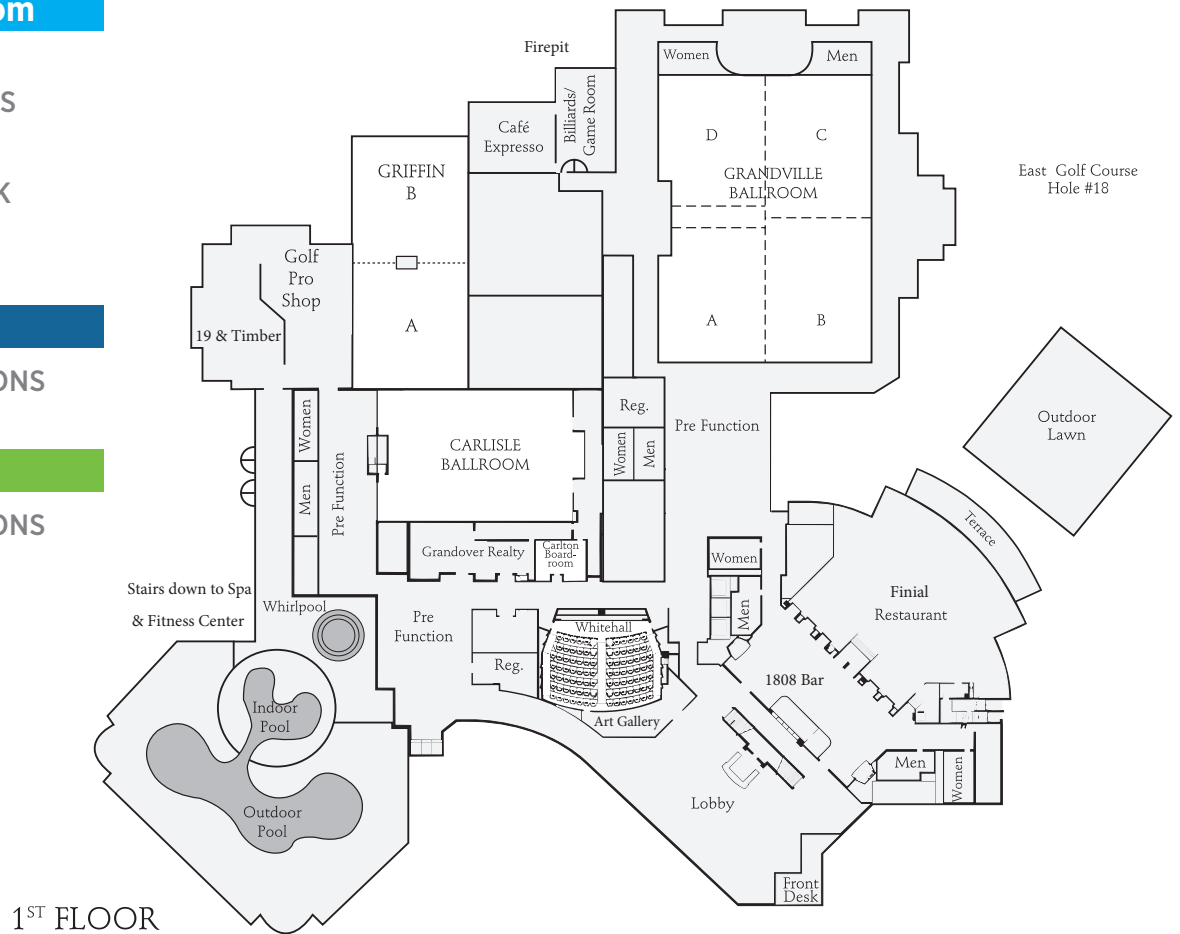
ROUNDTABLES

Nottingham

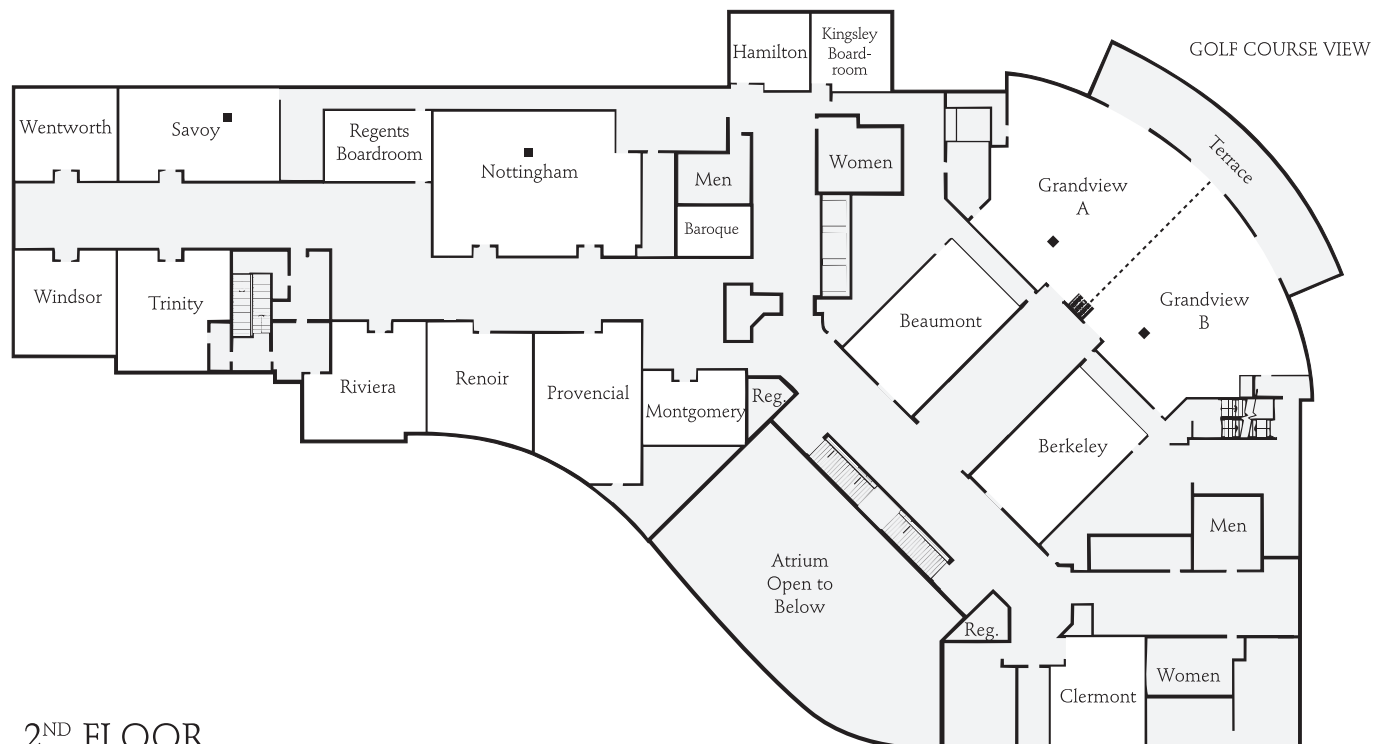
CONCURRENT SESSIONS

Grandview

CONCURRENT SESSIONS



1ST FLOOR



2ND FLOOR

BOARD OF DIRECTORS & COMMITTEES

2026 NCSSA BOARD OF DIRECTORS

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MEET THE EVENTS AND EDUCATION COMMITTEE



Tana Bryant
Chair

Committee Members

Cindy Ashby

Kevin Leebrick

Tripp McLean

Tommy Nguyen

Lynn Sykes

The NCSSA thanks our board members for their contributions with planning the 2026 convention. We hope you take new ideas back to your businesses to make them even more successful.

STATE ASSOCIATION MANAGEMENT



Self Storage Association

State Association Management
1001 North Fairfax Street, Suite 505, Alexandria, VA 22314
703-575-8000 | NCSSAExecDir@selfstorage.org

NCSSA 2026 HALL OF FAME

2026 INDUCTEES



Each year NCSSA recognizes some of the North Carolina Self Storage owners/operators/vendors/organizations/managers that have gone above and beyond and helped shape our industry in North Carolina by nominating them for the NCSSA Hall of Fame. Nominees are pioneers, innovators, respected entrepreneurs, great leaders, or hard workers willing to help anyone to improve the self storage industry.

NCSSA is pleased to announce our newest Hall of Fame members.



Terry Campbell

JOHNSON INSURANCE SERVICES

Terry Campbell is currently a commercial insurance agent and risk advisor with a focus on self storage at Johnson Insurance Services, which is his hometown of Mocksville, NC. Previous to that, He has held the position of CEO and partner for Copper Storage Management. He founded and managed the self storage lending division at Live Oak Bank in Wilmington in March of 2015.

His initial introduction to the industry was with BETCO, the self storage building manufacturer, where he started out as a drafter/estimator; eventually advancing to vice president of sales and marketing and executive vice president of operations.

He has served on the Editorial Advisory Board for the ISS (Inside Self Storage) Magazine and the board of the North Carolina Self Storage Association in various capacities over the years. Terry has been a speaker in many seminars, podcasts and webinars offering education and insight to the self storage industry. He has been a frequent presenter at industry events and trade shows as well as a writer for multiple industry publications. He has nearly 32 years of experience in all facets of self storage.

He is currently an investor in 11 self storage locations in the SE and can see things through the lens of the owners, and not just a vendor.

Terry has been married to his high school sweetheart for 39 years. They have 2 daughters and 5 grandchildren. □



Donnie Ray Tart

BETCO

Donnie Tart was a well-known icon in the self storage industry—a highly respected and visible leader who generously shared his knowledge, experience, and passion with others throughout his career. In 1986, Donnie joined BETCO as the company's first sales representative. He quickly became BETCO's most notable and successful salesman, building lasting relationships with customers and earning a reputation for his knowledge, integrity, and commitment to the industry.

Donnie believed strongly in the importance of family and made BETCO a family business by building a team that included both family and close friends. Together, they helped build a successful business and lasting relationships throughout the self storage community.

As his career progressed, Donnie's belief in the future of the self storage industry led him to become a partner in several self storage projects with close customer friends. Through these experiences, he gained invaluable knowledge of every aspect of the industry—from development and construction to operations and investment. His breadth of experience and willingness to share what he had learned made him a true expert and an icon in the self storage business.

Donnie was an active member of the Self Storage Association and the System Builders Association. He was a proud graduate of East Carolina University and a devoted member of the East Carolina Pirate Club.

Above all, Donnie was a family man. His family includes his wife, Sheryl; daughter, Suzanne Holloman (Stephen); son, Daniel Tart (Kristin); stepdaughter, Nicole Hager (Rodney); and stepson, Shannon Monroe (Andrea) and 9 grand children.

Donnie's family would like to express their heartfelt appreciation to everyone who made this incredible honor possible. □





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REPORT



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AND
MORE

CONFERENCE SCHEDULE

SUBJECT
TO CHANGE

Monday, November 9

9:00AM	REGISTRATION OPEN	Grandville Foyer A
9:00AM – 11:00AM	TRADE SHOW SETUP	Grandville AB, Foyer A
11:00AM – 12:45PM	VISIT TRADE SHOW Lunch at 12:00pm	Grandville AB, Foyer A
12:45PM – 1:15PM	WELCOME & NCSSA HALL OF FAME INDUCTIONS DEMARCO SOUTHERLAND • MORNINGSTAR PROPERTIES, NCSSA PRESIDENT	Grandville CD
1:15PM – 2:15PM	SELF STORAGE ODYSSEY 2026: NAVIGATING AN EVOLVING MARKET TYSON HEUBNER • YARDI MATRIX Over the last decade, self storage has become a standout sector in commercial real estate, driven by an attractive investment thesis of high margins, low capex, recession resilience and strong historical growth. But the recent boom-bust cycle has made navigating the market more complex than ever, separating the strong from the weak. As the sector continues to consolidate, data has become the great equalizer, providing the tools needed to compete with the largest and most sophisticated operators in the industry. In this session, we will cover: <ul style="list-style-type: none">National and local demand drivers shaping performanceTrends and implications of the evolving supply pipelineMarket fundamentals, including occupancy and advertised rental ratesThe current investment landscape and where opportunities are emerging	Grandville CD 
2:15PM – 2:30PM	BREAK SPONSORED BY  	
2:30PM – 3:30PM	CONCURRENT SESSIONS CONCURRENT #1 BUILDING THE IDEAL SELF STORAGE TECH STACK TOMMY NGUYEN • STORAGEPUG CONCURRENT #2 INDEPENDENT OPERATORS SUCCESS SERIES WORKSHOP 301 CINDY ASHBY • DYNAMIC SELF STORAGE SOLUTIONS TANA BRYANT • UNIVERSAL STORAGE GROUP KEVIN LEEBRICK • MY STORAGE OPS BRIAN SWAN • PINNACLE SELF STORAGE	Nottingham Grandview
3:30PM – 3:45PM	BREAK SPONSORED BY  	

SAVE THE DATE

FEBRUARY 22–23, 2027

NCSSA FEBRUARY SEMINAR

Embassy Suites Asheville Downtown
ASHEVILLE, North Carolina

OCTOBER 18–19, 2027

NCSSA/SCSSA JOINT CONVENTION

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CHARLOTTE, North Carolina



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CONFERENCE SCHEDULE

SUBJECT
TO CHANGE

Monday, November 9 CONTINUED

3:45PM – 4:45PM

CONCURRENT SESSIONS

CONCURRENT #1

HOW TO TELL IF A VENDOR'S AI CLAIM IS REAL

TULLY HANNAN • CUBBY ENTERPRISES, INC.

Nottingham

CONCURRENT #2

INDEPENDENT OPERATORS SUCCESS SERIES WORKSHOP 301 CONTINUED

CINDY ASHBY • DYNAMIC SELF STORAGE SOLUTIONS | TANA BRYANT • UNIVERSAL STORAGE GROUP,
KEVIN LEEBRICK • MY STORAGE OPS | BRIAN SWAN • PINNACLE SELF STORAGE

Grandview

4:45PM – 6:45PM

TRADE SHOW RECEPTION

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Grandville AB, Foyer A

6:45PM

TRADE SHOW BREAK DOWN

Tuesday, November 10

7:30AM

REGISTRATION OPEN

Foyer

8:00AM – 8:45AM

LEGAL AND LEGISLATIVE UPDATE BREAKFAST

DANIEL BRYANT • SSA

Enjoy breakfast while getting up to speed on the latest legal and legislative developments affecting North Carolina's self storage industry. This session will highlight important changes, emerging issues, and what owners and operators need to know to stay informed and prepared for what's ahead.

BREAKFAST SPONSORED BY



Grandville CD



8:45AM – 9:30AM

NORTH CAROLINA & BEYOND: THE STATE OF THE SELF STORAGE MARKET

ADAM KARNES • THE BSC GROUP

Get a pulse on the current self storage market in North Carolina and across the country. This session will explore key trends, challenges, and opportunities impacting the industry, including demand, occupancy, rental rates, new supply, transactions, financing, and the broader economic environment. Attendees will gain insight into what's happening in the market today and what to watch for as we move forward.

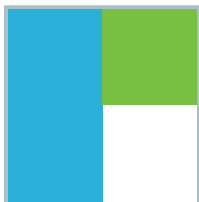
Grandville CD



9:30AM – 9:45AM

BREAK

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CONFERENCE SCHEDULE

SUBJECT
TO CHANGE

Tuesday, November 10 CONTINUED

OWNER TRACK

Grandville CD

9:45AM – 10:30AM

NAVIGATING SELF STORAGE FINANCING TODAY

ANNE MIND • LIVE OAK BANK & GREG PORTER • SUMMIT REAL ESTATE ADVISORS INC.

Get the latest on Financing in today's current self storage environment. We'll discuss actionable strategies for owners and developers to keep projects moving, including alternative financing channels and structuring flexibility.



10:30AM – 10:45AM

BREAK

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10:45AM – 11:30AM

BEFORE YOU CALL THE BROKER

CINDY ASHBY • DYNAMIC SELF STORAGE SOLUTIONS

Before you call the broker, make sure you know what your property is really worth and what you can do to maximize its value. This session will cover preparing your operations, financials, and documentation for market, choosing the right sales approach and advisors, navigating the deal process, and avoiding surprises during due diligence. We'll also discuss the importance of developing an exit strategy well before you're ready to sell—including planning for what comes next.



MANAGER TRACK

Grandville AB

9:45AM – 10:30AM

TOUGH TENANT CONVERSATIONS: LET YOUR LEASE DO THE TALKING

TANA BRYANT • UNIVERSAL STORAGE GROUP

Learn to use your lease to handle difficult tenant conversations with confidence. This session covers lease terminations, abandoned or unlocked units, and rule violations. You'll leave with practical language, documentation tips, and strategies for keeping control of your facility.



10:30AM – 10:45AM

BREAK

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10:45AM – 11:30AM

SALES STRATEGIES TO CONVERT MORE LEADS AND WIN MORE CUSTOMERS

TOMMY NGUYEN • STORAGEPUG

Sales doesn't come naturally to everyone-and that's okay! But if you can master just a few key skills, you'll find yourself more confident and more successful when talking to a potential new customer. In this presentation, we'll talk about the best ways to handle any sales call-and how to turn those calls into rentals and referrals.

- How to make a great first impression over the phone
- How to get all the information you need without being pushy or "salesy"
- How great conversations can lead to more referrals and a healthier business



11:30AM – 11:45AM

BREAK

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FOR ALL ATTENDEES

Grandville CD

11:45AM – 12:45AM

ROUNDTABLES

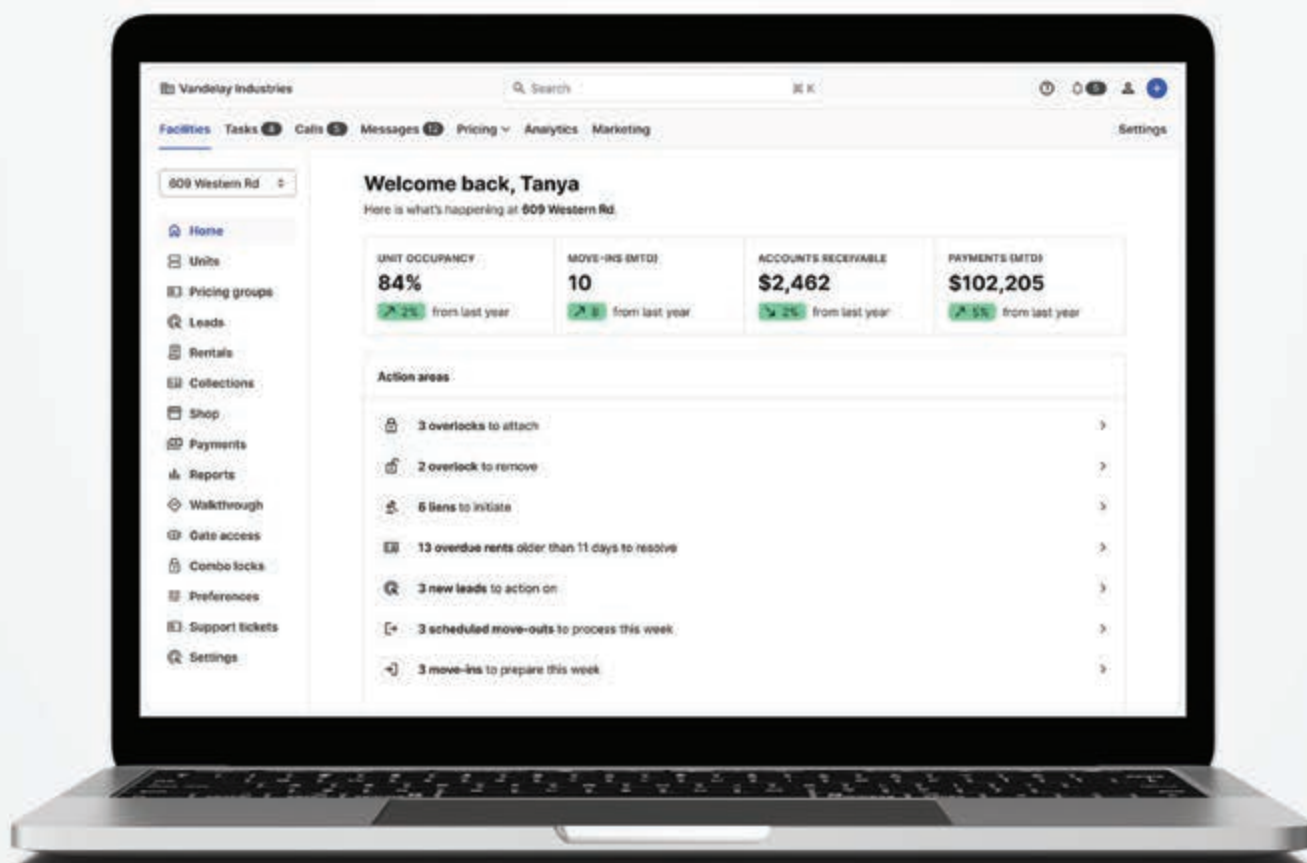
12:45PM

GRAB N GO SNACKS

Grandville Foyer



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EVENT POLICIES

Non-Solicitation Policy

Policy of SSA Managed States

While the NCSSA welcomes non-exhibiting vendors who have paid an admission fee to our conference & trade show, all SSA-managed states have a strict suitcasing policy. Non-exhibiting vendor companies may not solicit business via distribution of any materials, including but not exclusively, printed materials or handouts, on the North Carolina Self Storage convention trade show floor. Also, non-exhibiting vendor companies may not conduct meetings and/or presentations within the convention & trade show facility and surrounding premises owned by said facility during conference & 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 the North Carolina Self Storage Convention and Trade Show 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. 

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. 

ROUNDTABLE DISCUSSIONS

SUBJECT
TO CHANGE

Tuesday, November 10 • 11:45AM – 12:45PM • Grandville CD

We have 14 topics of interest to owners, operators and managers of self storage facilities. Select those where the discussion will benefit you most. We will ring the bell at 15-minute intervals to allow you time to “table-hop” and participate in 3 different table discussions during this session.

.....

#1 USING AI TO AUTOMATE TENANT PROTECTION AND FREE UP YOUR MANAGERS

Use AI to read the actual insurance policy and automatically check that tenant coverage is correct and up to date. Automate routine coverage audits, insurance billing checks, tenant notices and follow-up. Free managers to focus on high-value work that needs people: building tenant relationships, resolving complex issues and improving the customer experience. Decide which tasks AI can handle and when exceptions need a manager's judgment or direct conversation with a tenant. Walk through a practical tenant protection workflow and discuss lessons operators can apply at their own facilities. **Adam Jarrell, American Self Storage**

#2 WHAT ARE YOUR NUMBERS TELLING YOU? USING SELF STORAGE DATA TO GUIDE OPERATING DECISIONS Self storage operators have access to more data than ever. The challenge is knowing which numbers matter, understanding what they measure, and deciding what to do with them. This interactive roundtable will explore how operators move from data to information, from information to insight, and from insight to an operating decision. Through real-world scenarios, group discussion and visual examples, participants will examine common metrics and consider when the numbers support a change in direction. **Matt Van Horn, Black Swan Storage Advisors**

#3 HOW SMARTER TECHNOLOGY CAN LOWER OPERATING COSTS As operating costs continue to rise, self storage operators are looking for practical ways to improve efficiency without sacrificing the tenant experience. This roundtable will explore how technology can help reduce everyday operational expenses—from lock cutting and replacement costs to unnecessary site visits, staffing demands, and time spent managing access issues. We'll discuss real-world ways operators are using technology to automate routine tasks, streamline operations, and create a more cost-efficient facility—whether you operate traditionally, hybrid, or fully remote. **Matt Canterbury, DaVinci Solutions**

#4 FIRST IMPRESSIONS, LASTING RETURNS: OFFICE REMODELS THAT PAY OFF A well-designed self storage office can do more than make a great first impression—it can strengthen your brand, improve the customer experience, and help drive leasing performance. Discover how strategic, cost-effective renovations can transform outdated offices into modern, functional spaces while maximizing your return on investment. We'll discuss: High-impact, lower-cost upgrades that deliver measurable value. • Revamping office layouts to improve customer experience & operational efficiency. • Budgeting strategies and common renovation mistakes to avoid. • Prioritizing improvements that strengthen your brand and maximize ROI. **Josh Rolland, Janus International Group**

#5 ARE YOU REALLY COVERED? A SELF STORAGE RISK & INSURANCE CHECKUP Insurance gaps often aren't discovered until after a claim, when it may be too late to correct them. This roundtable will help self storage operators take a closer look at the key areas of their insurance and risk-management program, including property, liability, tenant-related exposures, coverage limits, deductibles, lien compliance, documentation, and operational risks. Attendees will leave with practical questions to ask about their own coverage and a better understanding of where their facility may be protected or exposed. **Terry Campbell, Johnson Insurance**

#6 THE 16X RULE: WHY SMALL REVENUE WINS ADD UP TO A BIGGER PAYDAY When it comes to facility value, small revenue gains have an outsized long-term impact. At a 6% cap rate, every \$1 of added monthly income is worth roughly 16x in facility value, with no new units required. This roundtable brings operators together to compare what is working and which opportunities deliver the greatest return. You'll leave with a short list of quick wins to test at your facilities in the next 90 days. **Gab Goncalves, Monument**

#7 WIN-WIN CUSTOMER EXPERIENCE TOOLS Great customer experience keeps tenants storing longer, turns them into referrals, and earns the kind of reviews that bring in new business, while also helping you avoid costly outcomes like a silent vacate or a public complaint from a tenant who felt unheard. In this round table, we share practical and affordable customer experience tools we have adopted, spanning self-service technology, always-on communication options, and systems for catching and resolving issues before they escalate, that keep tenants served and satisfied around the clock regardless of staffing or portfolio size. Attendees leave with fresh ideas and a scalable toolkit they can start implementing immediately. **Camille Broom, Packed Planet Self Storage Solutions**

#8 BUILDING YOUR SELF STORAGE OPERATION FOR GROWTH Early technology decisions can shape how easily a self storage operation grows. This interactive roundtable will explore how new operators can build a technology foundation for efficient operations, a better customer experience, and future expansion. We'll cover essential systems, integrations, AI, and automation that can help create a more scalable operation. **Eric McKellick, Storable**

#9 KNOW YOUR CUSTOMER, KNOW YOUR MARKET: WHAT AMENITIES MATTER MOST Every market is different, and every storage facility brings something different to the table. But it can be challenging to pinpoint exactly what your future customers are looking for—and what you should be doing in order to meet them where they're at. In this roundtable, we'll discuss: understanding your local market, understanding your ideal customer, and upgrades that will make your facility stand out. **Tommy Nguyen, StoragePug**

#10 AI IN SELF STORAGE: WHERE IT HELPS, AND WHERE IT HURTS YOUR CUSTOMER EXPERIENCE (CX) AI is transforming the self storage industry, but is it always improving the customer experience? From AI-powered chatbots and virtual phone agents to automated leasing, customer communications, and tenant support, technology is helping operators work smarter, respond faster, and reduce operational costs. But when automation goes too far, it can create frustration, damage trust, and ultimately cost you rentals. We'll explore where AI enhances the customer journey, where it creates friction, and why the human touch still matters. **Jessica Johnson, The Storage Group**

#11 OUTSELLING THE GIANTS: HOW INDEPENDENT OPERATORS CAN BEAT THE REITS WITH SMART SALES & GRASSROOTS MARKETING Can independent self storage operators really compete with the massive marketing budgets and tech tools of the REITs? Absolutely, and this roundtable will show you how. Participants will share proven, battle-tested strategies that help local owners and managers outperform the national brands. The discussion covers how to combine exceptional sales techniques, authentic customer service, and grassroots marketing to win leads, drive occupancy, and build loyalty that no algorithm can replace. **Lou Barnholdt, Universal Storage Group**

#12 PROPERTY OPERATIONS MADE EASIER Repairs, maintenance, cleanouts, and other operational needs still have to get done, whether the person coordinating them is on-site or managing the property remotely. Finding the right providers, scheduling the work, communicating expectations, and making sure it actually gets completed can be both time-consuming and costly. We'll discuss best practices in managing your property's maintenance and operations. **Eric Saltrick, VETS Junk Removal & Dumpsters**

#13 LIEN & COLLECTION STRATEGIES: WHAT TOP OPERATORS DO DIFFERENTLY Go beyond the basics in this interactive roundtable focused on strengthening your lien and collections process. Join fellow operators to discuss customer communication, payment follow-up, and how to approach the decision between pursuing a payment resolution and moving forward with a lien sale. Bring your toughest scenarios and exchange practical ideas for improving recovery outcomes, creating consistent workflows, and reducing the burden on your team. **Krishan Jacob, Bid13**

#14 PLANNING FOR THE LONG RUN A focused conversation for self storage owners and operators on the wealth, tax, and liquidity considerations that come with building and scaling a storage platform. We'll walk through what we're seeing across real estate entrepreneurs and the planning moves that tend to matter most over the long run. **Charlie Burnett and Brian McCall, J.P. Morgan Private Bank**

Renew Your Membership

Connect with other
NCSSA members like Kevin.



KEVIN LEEBRICK
SSA MEMBER
My Storage Ops | Owner

The benefits of our NCSSA membership have been tremendous for our business. We've been able to connect with exceptional partners who have supported us on our growth path, and met fellow operators from coast to coast who we now count as close friends.

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

Email NCSSAExecDir@selfstorage.org

All payments due by December 31, 2026

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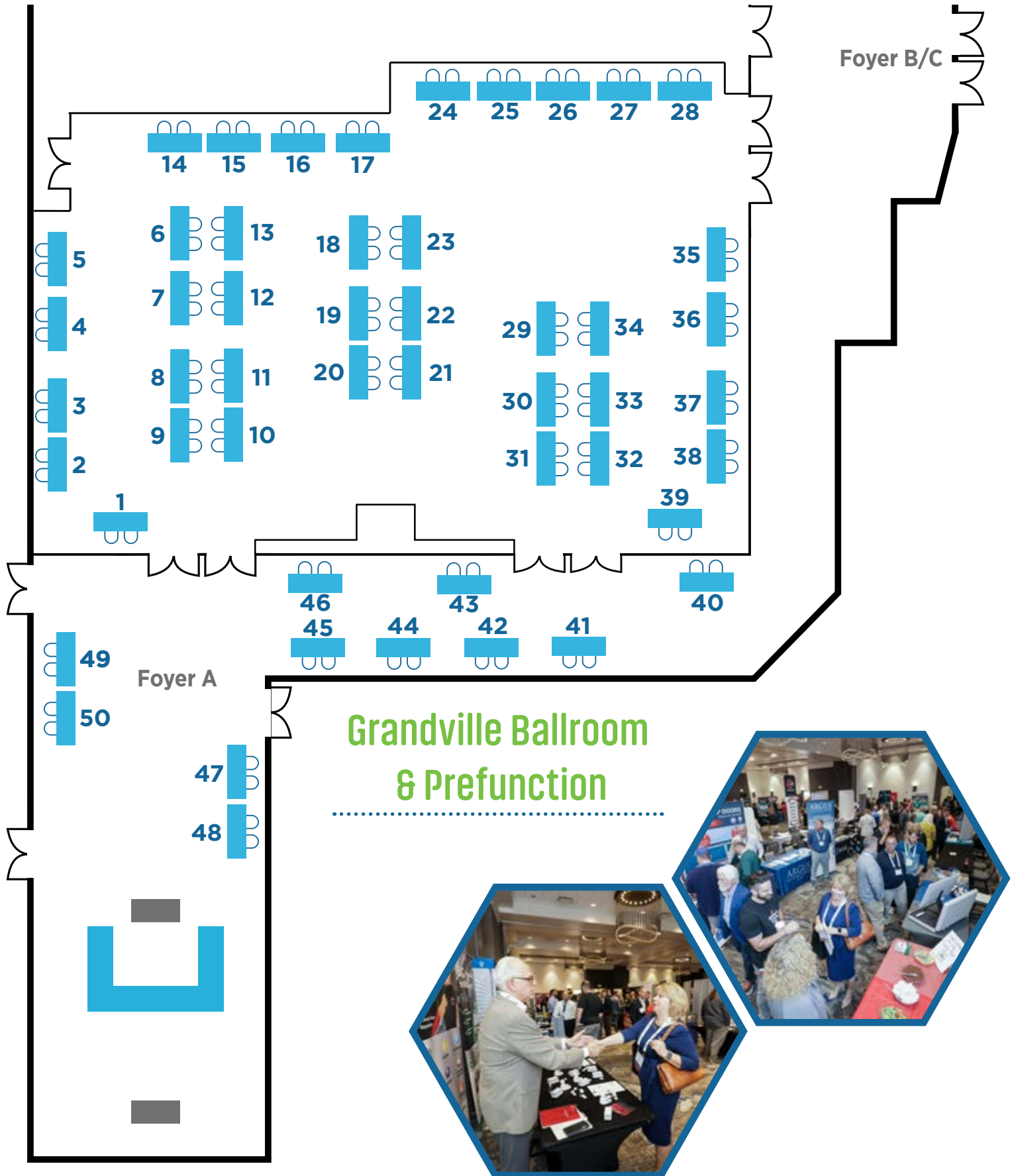
Stay connected
in your neck
of the woods.



**SELF
STORAGE**

TRADE SHOW MAP

SUBJECT
TO CHANGE



TRADE SHOW TABLE NUMBERS

Absolute Storage Management.....	39	Packed Planet Self Storage Solutions	18
Applied Roofing Solutions	49	Practical Storage Ltd.....	5
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Bid13.com Storage Auctions.....	13	Public Storage.....	29
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Copper Storage Management.....	33	SBOA - Insurance	30
Cubby	9	SBS Construction	34
DaVinci Solutions	14	Solink	50
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Janus International.....	12	Storable.....	8
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MakoRabco	2	Trachte Building Systems	3
Metrolina Builders.....	10	Universal Storage Group.....	22
Miller Buildings	27	VETS Junk Removal + Dumpsters.....	17
Monument.....	37		
My Storage Ops.....	1		
OpenTech Alliance.....	6		

This is no longer a build it and they will come industry, it's an operate smarter and differentiate industry.



THANK YOU TO OUR EXHIBITORS



SHARE YOUR THOUGHTS
TAKE THE SURVEY



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2026 NCSSA CONVENTION SURVEY

Your comments help us plan our 2027 NCSSA events.



Become an **NCSSA Member!**

MEMBERSHIP BENEFITS

▣ **MARKETING TOOLS**

Membership Listing ▣ Auction Postings

▣ **LEGISLATIVE MONITORING**

▣ **ACCESS TO RESOURCES & INFORMATION**

Website ▣ Q & A Board ▣ Standardized Lease ▣ Auction Checklist

▣ **EDUCATIONAL OPPORTUNITIES**

Convention ▣ Seminars (February/May/August)

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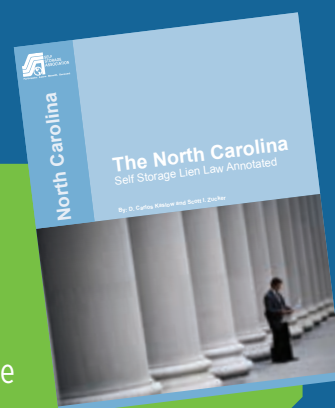
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