

# 35 Years Young!

By Tracy Taylor – Chairman, SSA Board of Directors

## SSA STAFF

**MICHAEL T. SCANLON JR.**  
President & CEO  
mscanlon@selfstorage.org

**MIKE BLACKETT**  
Vice President, Operations  
mblackett@selfstorage.org

**LYN BRACKETT**  
Vice President, Education & Training  
lbrackett@selfstorage.org

**TIMOTHY J. DIETZ**  
Vice President  
Communications & Gov't Relations  
tdietz@selfstorage.org

**DEREK KNIGHTS**  
Vice President, Finance & Administration  
dknights@selfstorage.org

**MARTHA M. MORRISON, CMP**  
Vice President, Meetings & Trade Shows  
martham@selfstorage.org

**GINNY A. STENDEL**  
Vice President, Member Services  
gstengel@selfstorage.org

**FARIBA BEG**  
Creative Director & Web Administrator  
fbeg@selfstorage.org

**ANNA CANLAS ATHON**  
Director, Research & Data Analysis  
aathon@selfstorage.org

**TOM COMI**  
Director, Advertising Sales  
tcomi@selfstorage.org

**JENNIFER L. PETTIGREW**  
Director, Registration, Vendor &  
Sponsorship Relations  
jpettigrew@selfstorage.org

**JOHN DUNLAP**  
SSA Globe Associate Editor  
jdunlap@selfstorage.org

**JOAN BACCAY**  
Manager, Membership Services  
jbaccay@selfstorage.org



This issue of the *SSA Globe* magazine, as well as the 2010 Spring Convention & Trade Show, celebrates the SSA's 35th anniversary. Think back to what you were doing in 1975. I know it makes me feel old, but more to the point, it demonstrates the longevity of this organization.

Not very many self storage businesses were around back then. Some that were around then are no longer here today, not necessarily victims of time, but more often marks of

success. In the 35 years that this association has been around, so many businesses started from virtually nothing, grew to moderate or even tremendous success, and hence were consolidated into larger companies. It's a healthy trend for an industry, one that has provided the livelihood and achievement for thousands of individuals nationwide.

Through it all, the national Self Storage Association has helped to nurture the industry by defining it in the public eye and in the regulatory arena. It acts as a center for our community, one where we meet each other and learn about best practices and make great friends. It has helped to educate many of our best employees, providing a solid base for our businesses to grow.

And in recent years, the SSA has been responsible for great strides in creating a unified voice among the state and international associations, often at a significant cost to the SSA. In fact, for the past four years, the SSA has dedicated \$2 on average to the affiliate program for every \$1 it receives in affiliate dues. It is well worth it. Our industry and our businesses benefit from common messages, goals and efforts.

The success of this Association can be marked by the tremendous growth in membership since that first meeting, which you can read about on page 44. Certainly, the Association's market share, compared to the total number of companies, is not what it should be, but 90 percent of the largest companies in self storage have been active members for most of the past two decades. In other words, the organizations with the most facilities are taking care of this industry—and that only makes sense, because they have the most to gain.

Considering that all but two states (Alaska and Nebraska) have solid lien laws that protect self storage operators, that we have been able to largely avoid the pitfalls of moving businesses and warehousing, and that only a fraction of states have been burdened with sales taxes, the gains made by this Association on the legal front alone have been remarkable.

As many of us gather in Colorado Springs this month to celebrate this occasion, please take a moment to thank the pioneers of the SSA, and the many men and women who followed in their footsteps over the past three and half decades. These leaders of self storage remain active to varying degrees. Some simply maintain their membership, many come to all of our events and, as will happen over time, many are no longer with us. This is a natural progression of a living, evolving nonprofit organization, one that was started by well-intended professionals and turned over to others.

It belongs to no one person or business, but to all of us. ❖