

Owners/Investors Class Coming to San Francisco, Plus Online U Topics

By Lyn Brackett – SSA VP, Education and Training

SSA Owners/Investors Course Returns in June with Latest SSA Modeling Tools

SSA received such favorable feedback from its newly-revamped Owners/Investors Course in 2009 that seating is expected to sell out quickly for the June 16–18 class at the Sheraton Fisherman's Wharf Hotel in San Francisco, California.

The course is exclusively for SSA direct and indirect members and is designed for self storage company chief executives, senior financial staff and financial investors. A core component of the class is SSA's new dynamic financial modeling tool built for the class. Each attendee receives the latest version of the SSA modeling tools, which can be tailored to suit individual analyses. The 16-hour program is delivered in case study scenarios covering critical areas of interest to owners and investors involved in the self storage industry—acquisitions, conversions and management turnarounds. The course is based on updated scenarios of actual business transaction cases within the self storage industry. An electronic compendium of the detailed case information is distributed to attendees for use in class and for future reference and study. Class activities are in small groups to facilitate sharing of knowledge and ideas between attendees.

Several alums attended the 2009 classes and expressed an interest in attending subsequent classes to delve deeper into the financial model and its uses. Recent attendees praise the revamped class. Ron Vansyoc of VIP Storage in Parker, Colorado, thought the interactive nature of the class helped him put the current climate in perspective: "The interaction with other owners/investors gave a better understanding of challenges the entire industry is facing, not just me as an individual." Ryan Dickens of Dickens Properties in Long Beach, California, reports: "The forecasting model was well worth the registration fee—that and the instructors' lifetime of knowledge and lessons learned. You should definitely take this course before buying another property."

Self storage industry leaders Bob Francis, CPM of the Heron Group and Jeff Humphrey, ASA, CCRA, of Devon Self Storage Holdings, instruct key portions of the program and share first hand insight from their considerable experience. Jeff Humphrey, who developed the financial model used in class, continues to enhance it for versatility and ease of use.

The program begins Wednesday, June 16, at noon and runs to Friday noon on June 18. It takes place at the Sheraton Fisherman's Wharf, in the heart of San Francisco's most popular neighborhood near Pier 39, Ghirardelli Square and the world famous San Francisco cable car lines. Owners/Investors Course attendees receive a special low lodging rate if they reserve by May 15, or as long as rooms for the attendees are available, whichever comes first. Seating is limited, so interested owners and investors should register for the class before April 26 for the lowest fees and to ensure seating. By special arrangement with the California SSA, CSSA members receive the same low registration fees as SSA direct members. For details and to register, visit www.selfstorage.org.

SSA's Online U Facilitates Employee Education

Whether you want staff to understand the latest use of Internet marketing, the new twists and turns of legal issues, or how to stay ahead of the competition, education from experts is at SSA's Online U for employees, owners and staff trainers to use. Owners and trainers can select from the education offered to map out a training curriculum based on topics important to your business. New and experienced managers can find sessions that will fill gaps in their knowledge and skills. All sessions are at your fingertips and available on your schedule.

Portable Management and Legal Online Education

Downloads of the latest conference sessions in audio format with handouts can be found in SSA's Online Store in the *Education to Go* area. Each recording is categorized by topic area: facility operations, marketing and sales, legal or construction and development. Some of the many topics to use in your own tailored curriculum include: Operating to Conserve in the Current Economy; Best Practices in Natural Disasters; Re-Engineering Rental and Payment Processes; High Returns on Internet Marketing; Marketing by Community Outreach; Increasing Occupancy with Signs; Great Ideas for Managers to Fill the Space; Effective Ways to Improve Retail Sales; The Self Storage Legal Network's Legal 911; Enhancing the Value of Mature Properties.

For downloads that provide offline access to essential legal information anywhere, any time, for you and your entire

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company, visit SSA's Online Store for a series of top-quality recorded webcast programs on a variety of legal topics critical to facility owners, owner/operators and managers. Owners and managers can consult the legal topics recordings for specific areas of concern to them, or use the recordings to educate staff on selected legal issues. Among the many topics found there are: Lien Sales of Titled Property: Cars, Boats and RVs; Updating and Presenting Your Rental Agreement to Customers; Handling Tenant Claims, Problems and Incident Reports; Tenant Delinquencies and Bankruptcies: Holding Auctions: Understanding the Process and Rules; Tenant Deaths and Divorces; Avoiding the Legal Pitfalls in Advertising.

These one-hour programs by Self Storage Legal Network attorneys Scott Zucker, Esq. and D. Carlos Kaslow, Esq., are all available in download mode and at a discount for SSA direct members.

Streamed Online Education with Self Testing Available for SSA Manager Certification (CSSM®) Program Online, SSA Managers Course Online and Select Conference Sessions

For those who want a more structured learning environment with testing, managers, owner/operators and trainers can access the Manager Education Online area, which, in addition to the Manager Certification Program online, offers sessions with testing on the following topics: Disaster Recovery; Operations and Reports for Managers; Collection Techniques; Facility Maintenance for Managers; Time Management for Facility Managers; Creating a Useful Marketing Plan; Captivating and Innovating Marketing; Attracting the Commercial Customer; Implementing and Tracking Marketing Success; Finding New Customers; Legal Issues at the Front Counter; Dealing with Criminal Activity in Your Facility; Auctions and Lien Sales.

The SSA Manager Certification Program also provides a structured documentable learning experience with testing and consists of three optional tracks. Each track contains the four Managers Course modules in video with synchronized slides, downloadable manuals, interactive self tests and transcripts, as well as six selected management topic sessions with self tests and transcripts. Once the track is completed, participants then complete the final certification exam online. When the final exam is passed, the examinee is issued the Certified Self Storage Manager CSSM® certificate.

The Managers Course Online offers a foundation of training in the following areas:

Legal Issues – The vital difference between self storage and warehousing; the importance of creating a paper trail; the general scope of tenant and the landlord rights and restrictions; critical aspects of lien statutes and how to handle delinquencies; how to deal with law enforcement

personnel; communicating in crises; the management of unusual circumstances, such as bankruptcy or death of a tenant.

Financial Management – A basic understanding of financial statements; why and how to develop a cash flow model; how value is both created and increased; how the manager can affect value.

Sales and Marketing – The importance of curb appeal and a professional work environment; how customer service is a major key success; the importance of telephone sales skills and other selling and marketing techniques; insights on supervising temporary staff; the importance of networking and community involvement.

Operations – The manager's role in maintaining the value, appeal, and security of the property; the types of routine care and minor maintenance to be done on site; basic operational and administrative procedures; techniques for handling rent payments; how to effectively manage customer tenancy and transition; the manager's responsibility in catastrophe management.

CE credits required for CSSM® renewals and current candidates are also now all earned online. All SSA Online University programs are open for purchase by the general public.

Special group registration codes for the CSSM tracks are available for companies who wish to register several over the course of a year or more. Savings for companies via the online certification process compared to the former venue-based program are well over \$2,200 per person. For further details and other SSA Online University education for owners and managers, visit SSA's Online University through the "Education & Events" tab on the left of the SSA home page, www.selfstorage.org.

New CSSM® Renewal Site

SSA's new CSSM® Renewal site is now open to those who are due to renew in the current year, providing a special self-contained online classroom area and renewal procedure with new online sessions and self tests.

Renewal year dates are posted by CSSM® class year on the Official Registry of Certified Self Storage Managers in the SSA Online University area of the SSA Education and Certification section of selfstorage.org.

All other SSA Online University programs are open for purchase by the general public. Special group rates for the CSSM tracks are available for companies who wish to purchase access for multiple users. For further details on certification and other SSA Online University education for owners and managers, visit SSA's Online University through the "Education & Events" tab on the left on the SSA home page, www.selfstorage.org. ❖

SSA Education Events

The following events are scheduled as we go to print. For additional dates, the latest information on, or to register for, SSA hosted events, click the EDUCATION AND EVENTS tab at www.selfstorage.org.

March 3

*Self Storage Legal Webcast**
"Avoiding Tenant Mistakes"

April 18

Regional Supervision Program
The Broadmoor, Colorado Springs, Colorado

April 18–20

SSA Self Storage Industry Summit & Trade Show
The Broadmoor, Colorado Springs, Colorado
(Economic Summit III – April 18)

May 12

*Self Storage Legal Webcast**
"The Landlord's Right of Entry"

June 16–18

SSA Owners/Investors Course

July 14

*Self Storage Legal Webcast**
"The Limitation of Value Provision"

September 8

Regional Supervision Program
Caesars Palace, Las Vegas, Nevada

September 9–11

Fall Conference & Trade Show
Caesars Palace, Las Vegas, Nevada

October 6

*Self Storage Legal Webcast**
"State Lien Law Changes"

November 3

*Self Storage Legal Webcast**

*Live webcasts for SSA direct members and SSA-affiliated state members only. Recordings are available to all in pay-per-download mode in the SSA Online Store. Direct SSA members receive a discount on downloads.