

around self storage

Massachusetts Solar PV Marketing Partnership Formed

J. DiNardo Consulting of Reading, Massachusetts, and Nexamp, Inc. of North Andover, Massachusetts, announced the formation of a marketing partnership to deliver solar photovoltaic (PV) clean energy solutions to self storage operators throughout the Commonwealth of Massachusetts.

Jim DiNardo, a 20-year veteran of the self storage industry as an operator and consultant, will collaborate with Nexamp, Inc. to work with self storage facilities that can benefit from Nexamp's turn-key clean energy solutions. Nexamp, Inc. (www.nexamp.com) has quickly become one of the largest, full-service clean energy solutions providers in Massachusetts, with hundreds of commercial, municipal, and residential installations. Details: Jim DiNardo (617-966-8278; jimdinardo@comcast.net).

Boilini Joins BETCO



Bob Boilini

BETCO announced that Bob Boilini has joined the company as national accounts manager. Boilini began his career in the metal building industry in 1979 as an estimator for a pre-engineered metal building manufacturer. Since that time, he has worked in several industry capacities, including steel building components and self storage systems. He brings a working

knowledge of many facets of the metal building business to his new position at BETCO. Details: Bob Boilini (602-758-0202; bboilini@betcoinc.com).

IREM Acquires New Contracts

York, Pennsylvania-based Investment Real Estate Management, LLC, has acquired management contracts for Ample Storage in Woolwich, New Jersey and Greenbrier Self Storage in Chesapeake, Virginia. Ample Storage was built in 2008 and has 178 climate controlled and non-climate controlled units, with 25,425 NRSE. Greenbrier opened in 1997 and has 487 climate controlled and non-climate controlled units, with 60,350 NRSE.

In other news, IREM is expanding its consulting services to independent owners of self storage facilities in the Mid-Atlantic and Northeastern United States. Owners can

select from an array of services, such as revenue management, operations, marketing, website, maintenance, training, and accounting, where they may not have the expertise or the staff to handle a specific topic. Details: Julie Lane Purcell (717-779-0804; www.irellc.com).

New INSOMNIAC Self Storage Network

OpenTech Alliance, Inc. announced the launch of what it calls "the industry's only real-time self storage reservations network—the INSOMNIAC Self Storage Network (ISSN)." ISSN will allow self storage operators to get online reservations through multiple sales channels and their property managers no longer have to waste time updating their available unit information in several different systems. Also, they no longer have to play phone tag trying to connect with consumers who requested a quote. Regardless of whether self storage operators have an INSOMNIAC kiosk, they can join ISSN and start using the Internet in real-time.

In 2008, OpenTech hired Gregg Genualdi (the original developer of the TaskMaster property management system) to take the same technology used by INSOMNIAC kiosks and enhance it to support real-time Internet reservations and rentals. The result of this development project is ISSN. ISSN has been modeled after the networks used by the airline, hotel and rental car industry, thus elevating self storage to a new level of convenience. Details: www.opentechalliance.com; 602-749-9370.

USstoragesearch.com Launches New Website

USstoragesearch.com recently announced the launch of its newly-designed website, which gives customers the ability to not only find and compare storage in their local area, but also to reserve a unit online. The company says its new site is the only one of its kind in the self storage industry to display the real-time inventory of their member's storage facilities and make real-time reservations. USstoragesearch.com is a fully independent website, providing service to more than 12,000 self storage and mobile storage facilities nationwide. Details: www.USstoragesearch.com; 866-880-0742.

HFF Closes Sale of NJ Facilities

Holliday Fenoglio Fowler, L.P. (HFF) announced recently that it has closed the sale of two United Stor-All self storage facilities in Parsippany and Fairfield, New Jersey. HFF senior managing director Aaron Swerdlin, managing director Doug McCarron and associate director Michael Klein led the investment sales team exclusively on behalf of the seller, a joint venture between United Stor-All and the Fidelity Real Estate Group. An unrelated third party purchased both properties for an undisclosed price.

See Around, page 66

Around, from page 65

Completed in 2004, the two United Stor-All properties total approximately 1,406 units in 139,850 square feet and feature climate-controlled space, individual unit alarms and digital camera security monitoring. Details: www.hfflp.com.

Teacher Joins Mako Steel Staff



Ghia Nellis

Carlsbad, California-based Mako Steel announced the addition of Ghia Nellis to its corporate staff. Ghia exhibits wonderful customer service skills along with an excellent knowledge of project coordination, which she obtained while being a teacher at a local elementary school. Mako Steel president Caesar Wright noted that adding a team member with roots in California's teaching community is particularly rewarding. Details: www.mako-steel.com; 800-383-4932.

U-Haul Customers Give \$1 Million to Conservation Fund

U-Haul and The Conservation Fund recently announced a major milestone in the effort to fight climate change and

restore America's forests with the donation of more than \$1 million from U-Haul customers to The Conservation Fund's Go Zero® program, which plants trees to absorb carbon dioxide emissions.

In April 2007, U-Haul began partnering with The Conservation Fund to facilitate customers' donations at checkout in order to offset carbon emissions generated from in-town and out-of-town moves. More than 287,000 U-Haul customers have elected to offset their emissions. The Conservation Fund has used those donations to plant 133,000 trees that are expected to trap 156,000 tons of carbon dioxide as they mature.

For those who are not renting U-Haul equipment, donations can be made to The Conservation Fund online at <http://store.uhaul.com/planttree>.

Hallandale Facility Unveils New Look

Westport Properties recently completed a renovation of its Hallandale, Florida, facility. The extensive project included many upgrades inside and out. A cornerstone of the renovation included a conversion of non-climate controlled units and covered RV spaces to climate controlled. Other improvements included new asphalt and roofs, remodeling the office, painting the exterior of the facility, adding new cameras, replacing the gate, and installation of a self-serve kiosk. Details: Mike Brady or Mike Mulvihill (949-428-7070; www.usstoragecenters.com). ❖

Attention Mobile Storage Operators!

TOTAL RECALL
Mobile Storage Software is the most comprehensive solution for your business.



Attention Multi-Site Self-Storage Operators!

Manage multiple sites in a single MS SQL database with **TOTAL RECALL** Self-Storage Software.

Get the Solution.

Call 1-800-377-8406
or visit www.dhsworldwide.com

