

# August Deadline Looms for Regional Supervision Series in Vegas

By Lyn Brackett, VP of Education and Training

Register *now* for Vegas premiere of Marketing & Operations Regional Supervision classes. If you currently (or aspire to) oversee more than one property or management team, register *before August 16* for the SSA Regional Supervision Program's *Marketing/PR* and *Facility Audits/Maintenance Oversight* classes, offered in Vegas for the first time, August 31, held just before of SSA's Fall Conference and Trade & Show at Caesars Palace in Las Vegas.

Limited seats for this program are expected to be in high demand. Last fall, the *Budgeting* and *HR* segments of the RSP in Vegas sold out. If you took the classes last fall, you'll want to continue the program this fall. If you haven't yet taken any RSP classes, you can begin the program in Las Vegas this fall. Classes do not need to be taken in order.

Delivered by the most experienced management experts and trainers in the industry, the program has six segments, offered in a series in advance of each of SSA's semi annual conferences. Topics for the Regional Supervision Program in Las Vegas are:

- Developing an effective marketing plan on the regional level
- Matching sales strategy to the marketing campaign
- Data mining, tracking and assessing marketing initiatives
- Community/public relations planning and techniques
- Media relations in positive and negative situations
- Customer appeals mediation
- Audit "best practices and red flags" in all types of audits: space, merchandise, financial, customer relations/sales, maintenance
- Setting and overseeing the facility maintenance schedule

Interested parties are advised to register *before August 16* for the fall program, as seating is limited. Registration and further details on the program content are included in the Fall Conference brochure at [WWW.SELFSTORAGE.ORG](http://WWW.SELFSTORAGE.ORG)

## CSSM® '06 and '08 Renew Online by December 1

SSA's new CSSM® renewal site is for 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, and a savings of \$150 over the previous renewal procedure.

If you received your CSSM® designation in 2006 or 2008, you must successfully complete your four renewal credits on the SSA CSSM® renewal site by December 1, 2010 to remain certified and to continue using the CSSM® designation. Renewal site access information was sent to 2006 and 2008 CSSMs® via the personal (or individual) email address each provided for CSSM® program use. If you are a 2006 or 2008 CSSM®, and did not receive your 2010 renewal access information email notice, notify SSA at [education@selfstorage.org](mailto:education@selfstorage.org) as soon as possible. If you are uncertain of your initial CSSM® completion year, check the *Official Registry of Certified Self Storage Managers* posted in the Online University/Certification section, linked from EDUCATION & EVENTS at [WWW.SELFSTORAGE.ORG](http://WWW.SELFSTORAGE.ORG).

All other SSA Online University programs are open for purchase by the general public. For further details on certification and 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](http://WWW.SELFSTORAGE.ORG).

## Online Education in Sales and Marketing, Operations, Legal Topics, and More

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 courses offered to map out a training curriculum based on topics important to your business. New and experienced managers can find sessions to fill in gaps in their knowledge and skills. All sessions are at your fingertips and available on your schedule.

## Take the SSA Manager Certification Program Online

The SSA Manager Certification Program 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

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and transcripts, as well as six selected management topic sessions with self tests and transcripts. Once the track is completed, participants take 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

All SSA Online University programs are open for purchase by the general public at this time.

Special group registration codes for the CSSM tracks are available for companies who wish to register several participants 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 on the SSA home page, [WWW.SELFSTORAGE.ORG](http://WWW.SELFSTORAGE.ORG).

**Additional Online Education with Testing**

For those who want a more structured learning environment with testing, in addition to or instead of the certification program, access the Manager Education Online area, offering in addition to the Manager Certification Program online, 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

**Online Education to Download and Share**

Downloads of the latest conference sessions in audio format with handouts can be found in SSA's Online Store at EDUCATION TO GO and WEBCAST RECORDINGS.

Each recording is categorized by topic area: *Facility Operations, Marketing and Sales, Legal or Construction & Development*. A few of the many topics to use in your own tailored curriculum are:

- 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