

Economic Summit Promises Vital Insights

Fast-moving market changes make attendance a must for owners, investors

By Mark Wright

When self storage owners, operators, investors, developers, and vendor firm executives gather September 6 in Las Vegas for Economic Summit VI, they'll be coming together during an unexpectedly intense period of market volatility.



"Anybody in a key position with his or her company who's not current...is potentially at a disadvantage."

~ Jim Davies
Talonvest Capital, Inc.

"The capital markets have become much more aggressive as of June 2011 than anybody had thought," says Jim Davies, principal of Costa Mesa, California-based Talonvest Capital, Inc., and fall 2011 Summit chair. "Everybody wants to understand the latest acquisitions, why they made sense for the buyer, and how that translates to their own markets and their own investment strategy."

The sixth in a series, this Summit will offer three high-powered panel presentations:

- **PANEL ONE *Investor Deal-Makers Panel*** will feature the industry's most active buyer investors.
- **PANEL TWO *Capital Market Update for Owners: Debt & Equity*** will feature senior banking, CMBS and equity firm executives discussing current programs, the market and actual transactions/case studies.
- **PANEL THREE *Operators Panel – Driving Revenue: What's Working*** will focus on what operators around the country are doing to increase the bottom line.

Warning: Register early for this event, as the Summit is expected to sell out.

"The Summit gives participants up-to-the-minute, real-time knowledge about what's going on in the capital and investment markets, and what's working in operations," says Davies. "Anybody in a key position with his or her company who's not current—right up to the week—in these areas is potentially at a disadvantage."

Actionable Information

The Economic Summit program is designed to deliver practical information and insights that industry principals can use in their own companies immediately.

"This isn't four hours of theoretical mumbo-jumbo or economic crystal ball gazing," notes Davies. "It's about real deals—why they're getting done and the specific ways in which they're getting done."

Summit participants hear from active buyers and active lenders in the market. They learn about new loan structures and quickly-evolving capital markets. And top operators talk about what's working and what new innovations are being used on the operations side of the self storage business.

The first Economic Summit drew 60 people back in the spring of 2009, recalls SSA president & CEO Michael Scanlon, Jr. "Now, we're up close to 200. The last one, in Charlotte, was standing room only."



"When the bottom fell out of the economy, we said the SSA needs a session where experts talk about the changed economic landscape."

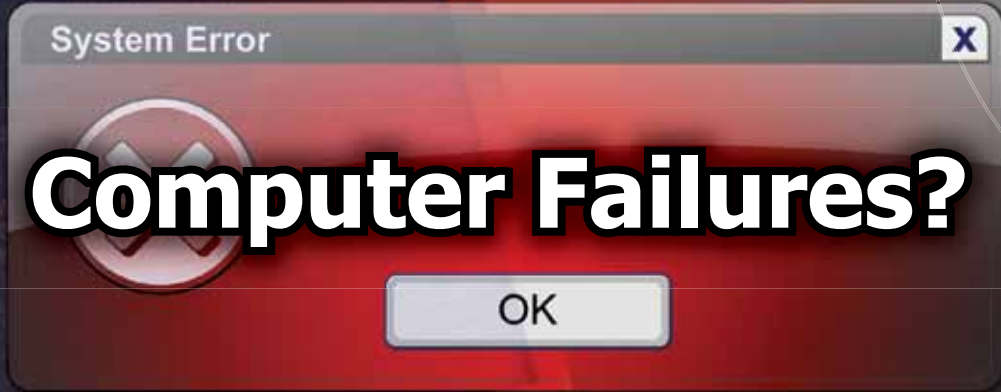
~ Michael Scanlon
Self Storage Association

Davies emphasizes how valuable the Summit is for attendees. "The feedback from the spring Summit in Charlotte was very positive," he says. "A well-known economist from California spoke. Attendees were very glad they took the time to be there. You're hearing from leaders in the industry about acquisitions, capital markets and operations."

How it Started

"When the bottom fell out of the economy in September 2008, we said the SSA needs to focus on having a session where some experts come in and talk about the changed economic landscape," says Scanlon. "SSA's 2009 spring

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conference program was already pretty well set, so we added the Economic Summit onto the front of that event. It's worked well that way ever since."

"We plan on having Economic Summit VII in Orlando next spring," adds Scanlon. "We've asked Jim Davies to coordinate Economic Summit VI this fall in Las Vegas, and we asked Shawn Hill of The BSC Group to coordinate the Summit for the spring meeting in Orlando next April."

Come Prepared

The Economic Summit offers a rare opportunity to gain insights that have a direct impact on how you run your business, how you position your company in this fast-changing economy, and how you attract the kinds of deals you want to make.

David Doll, Public Storage senior VP and president of the company's Real Estate Group, has been both an attendee and a speaker at past Summits—and he has some candid advice for participants.



"Come prepared with detailed questions so you'll be able to take away what's important to you."

~ David Doll
Public Storage

"Come prepared with detailed questions so you'll be able to take away what's important to you," he says. "Speakers often talk in broad terms, so ask and learn about the things that will improve your own decision making."

Doll, who will be one of the panelists at the Las Vegas Summit, notes that today's markets are "volatile and dynamic." Anyone relying on what they knew a few months ago—whether their perspective on the economy is from a macro or micro level—doesn't have an accurate view of the current environment.

Register Today

Make sure you reserve a seat at Economic Summit VI right away. Registration details are in the Fall 2011 Conference & Trade Show brochure, available on page 35 of this magazine or online \at WWW.SELFSTORAGE.ORG. ❖