

Heads Up on Regional Supervision Program Deadline

By Lyn Brackett – SSA VP, Education and Training

Be sure to register well in advance of March 21, for SSA's Regional Supervision Program (RSP) on managing and educating staff, offered April 5 in conjunction with SSA's Spring Conference and Trade Show in Charlotte, North Carolina. Not just for those currently wearing the title of regional supervisor, the Regional Supervision Program is for anyone who oversees more than one property and management team, as well as anyone who aspires to do so. The program also assists current and prospective owner-managers who want a hands-on perspective on managing more than one facility, or who want to know what to expect of their supervisory staff.

The April 5 Regional Supervision Program (RSP) class *Managing and Educating Staff*, focuses on assessing and meeting training needs; evaluating training effectiveness, HR requirements and practical tips for recruiting; hiring, firing, and supervising managers; as well as establishing, documenting, updating and disseminating operational policies and procedures.

Delivered by the most experienced management experts and trainers in the industry, the Regional Supervision Program has six segments, offered in a series in advance of each of SSA's semi annual conferences. The upcoming program takes place on April 5 at the Westin Hotel Charlotte at the SSA Spring Conference and Trade Show which opens later that afternoon.

Registration and further details on the Regional Supervision Program are included in the SSA Spring Conference and Trade Show brochure which can be downloaded at WWW.SELFSTORAGE.ORG. Register for this pre-conference program before March 21, as seating is limited.

Added Group Discount for Certified Self Storage Manager (CSSM®) Program

Take advantage of group discount savings for SSA's Certified Self Storage Manager (CSSM®) Program, which is all online. This month only, the minimum group size has been lowered to allow discounts for group purchases for three or more users. The CSSM program consists of three 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 passed, participants take the final certification exam online. Once the final exam is passed, the examinee is issued the Certified Self Storage

Manager CSSM® certificate. After February, the minimum group size increases to qualify for the group purchase rate. Savings for companies via the online certification process compared to the former venue-based program are well over \$2,200 per person. For group discounts, company-authorized purchasers should contact education@selfstorage.org for details.

It is now easier than ever to renew the CSSM designation. The CSSM renewal program can now be completed online, at great savings and convenience. For further details on the CSSM program, visit the *Manager Education/Certification* link of SSA Online University, through the EDUCATION & EVENTS tab on the left at WWW.SELFSTORAGE.ORG, or direct inquires about the program to education@selfstorage.org

SSA Owners-Investors Course Returns in June with Latest Version of SSA's Modeling Tools

SSA continues to receive favorable feedback from the new Owners-Investors Course which will be updated and offered again in 2011. Exclusively for SSA direct and indirect member facility owners and investors, the program is designed for self storage senior executives and senior financial staff. Each attendee receives the latest version of dynamic modeling tools built for the course. Those who participated in the program prior to 2009 will discover that the current focus on new models specific to the self storage industry renders the course well worth attending again. Course alumni of the revamped program also repeat the program to learn more about how to use the course models. Self storage industry leaders Bob Francis, CPM, of the Heron Group and Jeff Humphrey, ASA, CCRA, of Devon Self Storage Holdings, instruct the program and share first hand insight from their considerable experience in the industry. Stay tuned at WWW.SELFSTORAGE.ORG for the latest news on the location and exact dates for the 2011 edition of the SSA Owners-Investors Course.

Anywhere, Anytime Education for Your Company

SSA Online University downloads offer total access to 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. For down-

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loadable recordings in synchronized audiovisual mode, visit SSA's Online Store under *Webcasts* for a series of top-quality recorded programs on a variety of legal topics critical to facility owners, owner/operators and managers. These one-hour programs, by Self Storage Legal Network attorneys Scott Zucker, Esq. and D. Carlos Kaslow, Esq., are all available for download with printable handouts and at a discount for SSA direct members. This downloaded content provides offline access to essential legal information you can share with your entire company. Owners and managers can consult the legal topics recordings for specific areas of concern to them or use the recordings to educate staff in group training sessions or individually. ❖

SSA Education Events

Updates are posted in the EDUCATION & EVENTS area of WWW.SELFSTORAGE.ORG

February 16

*Self Storage Legal Webcast**

April 5

Regional Supervision Program

The Westin Hotel, Charlotte, North Carolina

Register before March 21!

April 5-7

Self Storage Industry Spring Convention

The Westin Hotel, Charlotte, North Carolina

May 18

*Self Storage Legal Webcast**

June 29

*Self Storage Legal Webcast**

July 20

*Self Storage Legal Webcast**

September 7

Regional Supervision Program

Caesars Palace, Las Vegas, Nevada

September 8-10

Fall Conference & Trade Show

Caesars Palace, Las Vegas, NV

October 19

*Self Storage Legal Webcast**

November 9

*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.