



Join Us for
SSA's 35th Anniversary

2010 SSA SPRING CONVENTION, TRADE SHOW, and INDUSTRY ECONOMIC SUMMIT

April 18 – April 20

(Please Note - New Program Days!)

**Arrive on Saturday, April 17 or Sunday, April 18 and
Depart on Wednesday, April 21 or Thursday, April 22**

**Take a few days before or after the Summit to enjoy the spectacular BROADMOOR Resort.
Arrive on Friday or Saturday and receive a \$50 credit to use in the resort during your stay!**

The SSA Conference Committee has revised the program structure for this *35th Anniversary Year* program. Here's an all-new "hands-on" presentation and networking approach designed *exclusively for Operators, Investors, and Executives.*

THE BROADMOOR RESORT ■ Colorado Springs, CO

**THE FIRST 100 REGISTRANTS RECEIVE ONE FREE PASS TO THE
SELF STORAGE ECONOMIC SUMMIT III HELD ON
SUNDAY, APRIL 18 (A \$195 VALUE)**

GET CONNECTED: JOIN SSA IN COLORADO

SSA events are developed *by* self storage professionals...*for* storage professionals. Based on recent events with the economy, in business, and in real estate investments, we have totally revamped our program to include HANDS-ON EDUCATIONAL WORKSHOPS and INDUSTRY UPDATES to benefit facility owners, operators, and developers.

Your success is our goal. At SSA's 2010 Spring Summit (April 18-20 at THE BROADMOOR Hotel in Colorado Springs), you'll find sessions jammed with topical information that you can take back to your facility and put to good use. This is your chance to learn from the best, network with your peers and the industry's top suppliers, and *have fun!*

THE BROADMOOR and COLORADO SPRINGS



Forbes Travel Guide Five Star Awards (formerly Mobil Five-Star Award by Mobil Travel Guide) announced its list of Five Star winners for 2010, and honored THE BROADMOOR for a record 50th consecutive year! THE BROADMOOR *is the only property in the world to ever achieve this status*. Additionally, the historic resort has the distinction in 2010 of becoming a triple Five Star winner with the addition of both Penrose Room restaurant and The Spa at BROADMOOR.

THE BROADMOOR is located on 3,000 lush acres under the shadow of Cheyenne Mountain, and offers an award-winning staff, fitness center, two swimming pools, three outdoor hot tubs, one lap pool; 54 holes of championship golf, six tennis courts, an on-site movie theater, 24-hour room service, valet parking, pet friendly accommodations, and a huge variety of specialty retail shops.

TRANSPORTATION OPTIONS

Shuttle Service

Round-trip and one-way shuttle service is available between the Colorado Springs Airport and THE BROADMOOR. *Reservations are required for guaranteed service*, and may be charged to your guestroom. Simply call the resort's Transportation Department at 1-888-577-5769, or go to www.broadmoortransportation.com.

Rental Cars

Hertz is the official car rental agency for THE BROADMOOR. Hertz has rental locations at the Denver International Airport and Colorado Springs Airport. Hertz has great one-way rates from Denver to the hotel. They also offer daily rentals from Colorado Springs for site-seeing or shopping trips during your stay. Call Hertz at 1-719-591-4473 to book your car or visit www.Hertz.com to book online.

The hotel is approximately 60-70 minutes from the Denver International Airport, and about 10 minutes from the Colorado Springs Airport.

GUESTROOM RESERVATIONS

You'll want to stay in our headquarters hotel with your industry colleagues. All of our functions will take place at the spectacular BROADMOOR. Arrive on Friday or Saturday, and check out Wednesday or Thursday, and you'll receive a \$50 credit to use in the resort during your stay.

The SSA room rate is \$230 single/double, *which includes applicable resort fees!* Our block of rooms is not unlimited, so we urge you to make your reservations before the cut-off date of March 17, when our discounted rate may not be available. Simply call the hotel (1-800-634-7711) or visit the special SSA reservations site: <https://resweb.passkey.com/go/ssa2010>

"At THE BROADMOOR this April, the SSA is presenting an all-new 'breakthrough' experience that will set the tone in executive education programming in this industry for years to come."

Tracy Taylor,
2010 SSA Chairman of the Board



THE SELF STORAGE ASSOCIATION

The Self Storage Association is the country's only national not-for-profit trade association working solely for owners, operators, and suppliers of the self storage industry. For 35 years, SSA has offered a professional network of information and a wealth of experience. SSA members have access to the advice, knowledge, and mastery of industry insiders and successful operators through our educational events.

In Colorado Springs, take the opportunity to learn from industry professionals who will share valuable advice and industry expertise to help you in all aspects of your business.

REGISTER EARLY AND SAVE!

Discounted registration fees for SSA members (Full and Additional Registrants) is available until March 29, 2010. Don't delay. Register NOW to participate in the conference and tradeshow rated #1 by industry professionals. *SSA registration fees may be deductible as a business expense. Consult your personal tax advisor for specific provisions.*

OUR FEATURED SPEAKERS



Ron Havner has been the Vice Chairman, CEO, and member of the Board of Public Storage since 2002, and President since 2005. He joined Public Storage in 1986 and has held a variety of senior management positions until his appointment as Vice Chairman and CEO. He is on the board of Governors and the Executive Committee of the National Association of Real Estate Investment Trusts, Inc. (NAREIT). Public Storage, a long-time member of SSA, operates over 2100 company-owned locations in the US and Europe, totaling more than 135 million net rentable square feet of real estate.

Public Storage is among the largest landlords in the world, and is a member of the S&P 500 and the Forbes Global 2000. Common and preferred stock is traded on the NYSE.



Robyn Waters has over thirty years experience tracking and translating trends into sales and profit. As Target's Vice President of Trend, Design, and Product Development, she helped a small regional discount chain become a national fashion destination. Seth Godin calls her "the woman who revolutionized what Target sells, and helped the company trounce Kmart."

Fast Company magazine featured her as one of the top twenty 'Creative Mavericks' in their "Masters of Design" issue. She has served as a juror for numerous national design competitions, including the International Housewares Association, and the National Design Awards for the Cooper-Hewitt Museum.

Robyn demonstrates a unique ability to inspire and motivate an eclectic audience and client base. Her partial client list includes Procter and Gamble, Masterfoods USA, QVC, Bank of Ireland, Fidelity Investments, Microsoft, Nestle USA, Hewlett Packard, IDSA (Industrial Design Society of America), Georgia Pacific, HOW Design Conference, Sara Lee Branded Apparel, Ocean Pacific, DMA (Direct Marketing Association), Thrivent Financial, The Remodeling Show, NCH Marketing Services, Bord Bia (Irish Food Board), and the AMA (American Marketing Association).



Norm Brodsky is a veteran entrepreneur who also writes "The Morning Norm" at Inc.com. He is a columnist and senior contributing editor of *Inc. Magazine*, and a veteran entrepreneur who has founded and grown six businesses. In 2008 he sold CitiStorage, a document-archive business based in Brooklyn, NY, for \$110 million. Along with Bo Burlingham, Norm has chronicled his entrepreneurial journey in his column in Inc. and several of his books.

ATTENTION NON-MEMBERS

Join now and save! SSA Members receive discounted prices for most conference activities. You qualify for member pricing if you join SSA when you register. Call SSA Headquarters (703-575-8000) for an application today or go to www.selfstorage.org.

SSA MEMBER SERVICES

The Self Storage Association Membership Booth will be staffed Sunday and Monday, April 18 and 19, from 7am to 5pm; and again on Tuesday morning, April 20, from 7am to 10am. The SSA staff and National Board Members will be on hand to answer questions about the industry, membership categories and benefits, affiliated state associations, and more. SSA publications, including new releases, will be available for sale on-site.

THE SSA TRADE SHOW

This is the industry's longest-running trade show. Our exhibitors represent many sectors of the industry, including:

- Acquisitions
 - Accounting, Security, Facility Management
 - Advertising and Marketing
 - Appraisal and Valuation
 - Architectural Services
 - Boat and RV Storage
 - Brokerage
 - Building Components
 - Business Consulting and Management
 - Computer Software
 - Credit Card Processing
 - Design and Construction
 - Development and Site Selection
 - Doors and Partitions
 - Energy Conservation and Environmental Equipment
 - Facility Maintenance and Repair
 - Fencing
 - Financing and Mortgages
 - Gates and Access Systems
 - Insurance
 - Internet and Web Sites
 - Kiosks
 - Locks/Door Hardware
 - Manager Employment Services
 - Manager Training
 - Mobile and Portable Storage
 - Moving/Shipping Supplies
 - Records Storage
 - Roofs, Roofing, Coatings
 - Tenant Screening
 - Training Materials and Manuals
 - Truck Rentals
- ...and more!*

NOTE: Vendors whose companies are not exhibiting may register in the Full Registrant category only.

(Insurance regulations do not permit anyone under the age of 18 in the exhibit hall. This includes babies in strollers or carriers.)

GUEST ACTIVITIES

Those individuals registered under the "Guest Registration" category are encouraged to participate in the following activities:

- Meal functions as outlined in the program
- Trade Show
- Receptions on Sunday and Monday evenings
- 35th Anniversary Reception, Dinner, and Program

Concurrent workshops and general sessions **are not** included in the Guest Registration fee. Participants who wish to attend these events should register as a Full or Additional Registrant. Guests who are not registered will not be permitted to attend any event. **NOTE:** Vendors whose companies are **not** exhibiting may register in the Full Registrant category only.

FREE SESSION RECORDINGS

Members who register as a Full Registrant (all sessions and the trade show), or as an Additional Rep (from the same company as the Full Registrant, for all sessions and the trade show) will receive **a free downloadable library of all session recordings and slides** about 2 weeks after the event. Non-Member attendees may purchase the recordings about 2 months after the event.

OPTIONAL EVENTS

Maximize your experience in Colorado Springs by signing up for some or all of the fabulous tours we've arranged. Don't forget your camera, and sunscreen is highly recommended even if the sky is overcast!

Nature excursion in the renowned **GARDEN OF THE GODS**. Sunday, April 18; 10:30a – 2:30p. A guided nature walk makes a wonderful start to any day. This appropriately named majestic rock garden consists of rock formations that are over 283 million years old. As you journey through the park, your guide will describe the history and myths surrounding these awe-inspiring formations. You'll have spectacular views and glimpses of wildlife distinct to Colorado. Prior to the walk, you'll enjoy shopping and lunch (on own) on the terrace of the Garden of the Gods Visitor's Center or at the Trading Post. Its inherent serenity and beauty make this park a must-see for every Colorado visitor.

\$80 per person.

PIKES PEAK COG RAILWAY. Monday, April 19; 12:30p – 5:30p. This will be an unforgettable trip to the 14,110-foot summit of Pikes Peak! Sit back, relax and take in the splendors of Colorado as the highest cog railway in the world takes you through hidden valleys, past groves of aspens and over the tundra at timberline. Colorado wildlife and panoramic fields of wildflowers are all around as the modern Swiss train heads for the summit. Once on the summit, guests will see the same unparalleled vistas which inspired Katherine Lee Bates to write *America the Beautiful!*

\$115 per person.

U.S. AIR FORCE ACADEMY. Tuesday, April 20; 12:30p – 5p. The Academy is set against the Rampart Range of the Rocky Mountains, providing a beautiful setting for this 18,000-acre property that houses over 4,000 cadets. During the Academy tour, you'll see an authentic B-52 that served a tour in Vietnam, along with the world-famous Academy Chapel. Military protocol may occasionally prohibit visitors inside the chapel, but the exterior architecture is stunning in and of itself. During the tour, you'll learn about a cadet's life, their education and military responsibilities, and the intensity of their training. The Academy is the most visited of all man-made attractions in the state of Colorado and shouldn't be missed by any visitor! Leaving the Academy, the motor coach will return to THE BROADMOOR via Old Colorado City and Manitou Springs, some of the most breathtakingly scenic spots in the entire state of Colorado. A wonderful boxed lunch will be provided upon boarding.

\$75 per person.

Destination Services Corporation is coordinating all of the tours for SSA, and will handle all registration, ticketing, guides, etc. *We recommend that you register early for the tours, since seating is limited. Call Ashlee Peterson at DSC for more information and to register (719-510-7332).*

CHAMPIONSHIP GOLF

If you've never had the experience of playing on world-class golf courses, this is your chance! Home of many LPGA, PGA, and Sr. PGA events, BROADMOOR's East and West Courses are sure to be enjoyed by all golfers, no matter what your handicap. Join your fellow SSA golfers, and enjoy an afternoon of great networking and golf. Tee times on Sunday begin at 10am; on Tuesday, we will have a shotgun start at 1pm. This activity requires a separate fee; see the Registration Form on page 11.

\$155.00 per person, per day.



“There is always something we learn at the SSA conference that pays for our trip. It brings focus back on that part of our business, and renews the enthusiasm for elevating the levels of service and benefits to our customer base.”

Lorie Rogers,

Budget Self Storage, Nanaimo, BC, Canada

WE'VE RE-CHARGED THE PROGRAM!

Hands-on workshops, rather than lectures, will be a major feature of our Colorado Springs program. The workshops on Monday and Tuesday will provide you with strategies to get you out in front of your competition. Be sure to read the descriptions below; some of our workshop leaders recommend that you bring specific materials with you to facilitate audience interaction during the event. Our general sessions will focus on many aspects of the industry, and are geared to all levels of expertise.

PROGRAM AT-A-GLANCE ■ *(subject to minor modification)*

SATURDAY, APRIL 17

1p – 7p Exhibitor Set-Up

SUNDAY, APRIL 18

8:00a – 7:30p Registration

8:00a – 5:00p Exhibitor Set Up

9:30a – 2:30p Golf Outing; THE BROADMOOR's West Course *(optional; see Registration Form on page 11 for information)*

10:00a – 12:30p Guided Hiking Tour in Garden of the Gods *(optional; see page 5 for information)*

12n – 3:15p **Economic Summit III** *(Separate registration; first 100 Conference registrants are free!)*

The third of a series, the Economic Summit is targeted to owners, developers, and investors. You needn't have attended the first two Summits to benefit from this program...but you do need to register early. Seating is limited, and we typically have standing room only (see page 11 to register).

Three special panels will present a wide range of insights:

The Capital Markets – Have they improved? In this session, a panel consisting of lenders, mortgage brokers, and investment brokers will focus on: Capital sources that are lending ■ Terms that are being seen ■ What is not getting financed and why ■ Advice on how to maximize your leverage.

Loan Workouts, Modifications and Extensions – How are the lenders looking at it? This team of experts will consist of lenders and other work out specialists who have been actively dealing with loans that are in some form of distress due to maturity or operating performance. This session will focus on: Maturity Defaults ■ CMBS and bank loan defaults ■ Various ways loans are being modified and/or extended ■ What are your alternatives on deals where financing is not possible.

Self Storage Owners Panel – How are they working with their lenders? A panel of self storage owners will discuss how they are working through financing scenarios with their respective lenders. This session will focus on specific examples of deals where our panelists have had to go back to their lenders to negotiate mutually agreeable terms to extend or modify loans.

1:00p – 3:00p **Regional Supervision Program: “Managing the Management”**
(Separate registration)

This exciting new program is designed for those who currently (or aspire to) oversee more than one property and management team. The program is delivered by the most experienced management experts and trainers in the industry. The Regional Supervision Program has six segments, offered in a series at SSA events. The segment planned for Colorado Springs is:

Essential Skills for Effective Regional Supervision

- Time management in a multi facility environment
- Negotiating with vendors
- Strategic planning
- Conflict resolution: Employee dispute mediation /Resolving policy disputes
- Communicating with the owner or manager

Trainer: Jim DiNardo, J. DiNardo Consulting

Space is very limited. Register by March 19 for this program. See registration form on page 11 for details.

1:00p – 3:00p

Affiliated Associations Council (AAC) Meeting

(By invitation only; for leaders of State Associations who have affiliated with SSA)

3:30p – 4:30p

Opening General Session: “Get a Jump on What Your Customer Wants Next”

Robyn Waters

This session will be a thought-provoking scan of the macro marketplace that takes you deep into the hearts and minds of the consumer. Visual presentations will challenge you to look at trends from the inside out by focusing your attention on what's *important*, instead of just what's *next*. You'll come away from this session revitalized, and with a new perspective on business and the possibilities that lie ahead.

4:30p – 5:30p

Opening General Session: “Idea Exchange for Storage Owners and Operators”

Bring a good idea that works for you! This will be an “open mic” session, with lots of opportunity for sharing. Have a great idea? Share it with your colleagues. Need some business advice? Ask this audience of storage professionals; the things you learn could more than pay for your trip!

5:45p – 8:00p

Welcoming Reception

Lots of good food, beverages, and great networking for all registered attendees.

MONDAY, APRIL 19

7:00a – 5:00p

Registration

8:00a – 9:15a

Breakfast Buffet and Opening Session

9:30a – 10:30a

General Session: “The Knack: How Street-Smart Entrepreneurs Learn to Handle Whatever Comes Up”

Norm Brodsky

People tend to seek step-by-step formulas or specific rules for success, but in reality there are no magic bullets. Rather, there's a mentality that helps street-smart entrepreneurs solve problems and pursue opportunities as they arise. Norm Brodsky calls it "the knack," and it has made all the difference to the eight successful start-ups of his career. In this session, Brodsky will explore this mind-set and discuss real companies facing real challenges to show you how to apply "the knack" to your business.

12:30p – 5:30p

Excursion to Pikes Peak *(optional; see page 5)*

10:30a – 2:25p

Trade Show and Luncheon Buffet

Products and services for storage professionals

Our exhibitors have an abundance of information on the products and services you need. SSA is committed to providing access to the finest industry resources available. Whether you're building your first facility, or you're an industry veteran, you will find our vendors have a wealth of industry knowledge, and are eager to share their wisdom with you. You'll find great resources at the SSA Trade Show.

2:30p – 4:30p

Team One Workshop

This hands-on workshop is for owners of one storage facility, or those who are about to open their first facility. The topic for this session:

Rental Agreements: Is Yours Up to Par?

- What format is best (and why)
- Model language to use
- Is appearance important?
- How your managers should present the agreement to prospective tenants.

Participants are asked to bring a copy of their rental agreement; revise/improve it during the workshop!

Speakers: Carlos Kaslow, Esq.; Scott Zucker, Esq.; Self Storage Legal Network

2:30p – 4:30p

Mid-Size Owners Group Workshop

For owners of 2-9 self storage facilities, this workshop will focus on successful hiring:

Who's Flying Your Airplane?

- Getting the best managers into your cockpit
- Weeding out the problem children
- Determining who is most suitable to lead your operation
- Tried and true methods for finding the “right stuff”

Participants are asked to bring a copy of their “help wanted” ads and employment applications.

Speakers: Tracy Taylor, Moderator, Watson & Taylor Management; Tom Maxfield, Watson & Taylor Management; Alyssa Quill, Investment Real Estate Management LLC.

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Company

2:30p – 6:00p

Large Operators Council

For members who own 10 or more facilities, and are dues-paying members of the LOC. Registration details will be sent to LOC members separately.

4:30p – 6:00p

Self Storage Legal Network Forum: Legal 911 – Getting Answers When You Need Help

This popular program, led by two of the industry's top legal experts, will walk you through self storage operational scenarios, addressing legal dilemmas and their solutions. Some of the topics this session will cover include:

- Internet and kiosks rentals - What's legal and what's not!
- State lien laws are changing - Are you taking advantage of the changes?
- Customer privacy - What storage operators need to know!

Speakers: Carlos Kaslow, Esq.; Scott Zucker, Esq.; Self Storage Legal Network

6:05p – 7:05p

Networking Reception

Join your industry colleagues for some snacks and a beverage or two before heading out to dinner, at one of the fine restaurants in the resort complex, or elsewhere in Colorado Springs.

TUESDAY, APRIL 20

7:00a – 11:30a

Registration

7:30a – 10:00a

Trade Show and Breakfast

A breakfast buffet will be located in the exhibit hall, and is complimentary for all registered attendees. Use this time to visit with those vendors you haven't had a chance to talk to!

10:15a – 12n

What in the World is PCI Compliance, and Why Should I Care? “Hands-On” Workshop

Protecting your tenants from identity theft is not just good business, it's a mandatory aspect of any business.

- Preventing data breach, credit card data theft, fraud and financial losses
- 10 critical errors managers make
- Handling recurring transactions
- Are you prepared to pay the fines?
- Guidelines for owners and managers

Speakers: Patrick Reilly (moderator), Urban Self Storage, Inc.; Rick Allen, Payment Processing Inc.; Tracy Libertino, Vendor Safe Technologies

“I will continue to attend SSA events because they're the best in the industry for owners.”

Jeff Jenson,

North Plains Acreage LLC, Portland, OR



10:15a – 12n

Financing: Loan and Credit Underwriting

In this workshop, our market experts will take you beyond the buzz words and into the mind of your lender by presenting case studies and detailed examples of cash flow and borrower credit underwriting, including:

- Personal financial statements and global cash flow
- Modeling property financial statements
- Understanding loan to value and debt service coverage requirements
- Modern debt yield analysis
- Detailed explanation and examples of how other factors can impact a transaction

Speakers: **Glen Bouchard**, Wells Fargo, and **Shawn Hill**, The BSC Group

10:15a – 12n

Remodeling Your Website: “Hands-On” Workshop

Whether you’re selling your storage facility, products, or related services, you need a Web site that puts you ahead of your competition.

- Choosing the right content
- Making your site interactive and personalized
- Simple steps to enhance your site and make it more profitable
- Building your site for easy navigation, speed, and credibility
- How to build a traffic-builder and customer-converter
- Targeting your market

Workshop participants are encouraged to bring a copy of their home page, or bring their laptop to class. Let’s remodel your site today!

Speakers: **Derek Naylor**, Storage Marketing Solutions; **Julie Lane Purcell**, Investment Real Estate Management

12n

Lunch “On the Go” for afternoon activities.

Registrants will receive a boxed lunch at the conclusion of the workshops. Take it with you on your afternoon activities, or enjoy it in the ballroom of THE BROADMOOR with your SSA colleagues.

12:30p – 5:00p

Tour of the USAir Force Academy and Red Rocks Canyon (*optional; see page 5 for information*)

1p – 5:00p

Golf Outing; THE BROADMOOR’s East Course (*optional; see Registration form on page 11*)

6:00p – 9:30p

35th Anniversary Reception, Dinner, and Keynote Speaker

SSA was founded in Colorado 35 years ago by a few energetic and dedicated self storage owners... some of whom are still members, and active in the industry! Reminisce a bit with your colleagues; see how the industry (and SSA) has grown over the years.

Keynote Speaker: Ron Havner, Public Storage
The State of the Industry 2010

Sponsored by



WEDNESDAY, APRIL 21

Ongoing

Departures.

If you plan to stay on for a mini-vacation, contact the concierge staff at THE BROADMOOR to help you develop an itinerary: **1-866-837-9482**.

CANCELLATION, SUBSTITUTION, AND REFUND POLICY

No refunds will be granted for cancellations faxed or postmarked after March 29, 2010. If you are unable to attend, you may send someone in your place at no additional charge. Notify the SSA Registrar of the substitution in writing by March 29, or bring a letter with you requesting the change onsite.

Cancellations received by March 29, 2010, will be subject to a \$50 processing fee per registrant (\$25 for Guest Registrants), with the remainder refunded.

Qualified refunds will be issued in the same manner your registration was made: Credit card refunds will be issued within 2-3 business days; check refunds will be issued within 6-8 weeks.

No refunds will be granted for cancellations faxed or postmarked after March 29, 2010.

A very special thank you to the
SSA PARTNERS

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 *Payment Processing, Inc.*

Thank you to our Event Sponsors

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REGISTRATION FORM AND FEES - SPRING 2010

(or go to www.selfstorage.org to register!)

Substitution and Refund Policies: If you register and then are unable to attend, you may send someone in your place at no additional charge. Notify the SSA registrar in writing or by FAX (514) 228-3102 or email SSA@Laser-Registration.com, as far in advance of the Conference as possible. Cancellations faxed or postmarked on or before March 29, 2010, will be subject to a \$50 cancellation fee per registrant (\$20 for Guest, and \$25 for Economic Summit registrant), with the remainder refunded.

No refunds will be granted for cancellations faxed or postmarked after March 29, 2010!

One registration per form. For additional registrations, please copy this form.

PART A - ATTENDEE INFORMATION

First Name _____ Last Name _____
 Title _____ Nickname (for badge) _____
 Company Name _____ Is your company a member of SSA? Not yet
 Address _____ Yes - Member Number _____
 City _____ State _____ Zip _____
 Phone (_____) _____ Fax (_____) _____
 Email _____ May we share your email with exhibiting companies? Yes No
 Designation: Facility Mgr. Facility Owner Regional Mgr./Supervisor Developer Designation Other _____

What responsibilities do you have in making decisions for purchases of goods and services for your facility?

No responsibility Recommend purchases to my Owner or Supervisor Full responsibility for all purchasing decisions

PART B - REGISTRATION INFORMATION

Fees (in \$US)	REQUIRES SSA MEMBERSHIP ID NUMBER		Non-Members	
	SSA Direct Members*		By 3/29/10	After 3/29/10 & On-site
FOR ITEMS 1) & 2): Members only, registration fees include a downloadable library of all session recordings and slides.	By 3/29/10	After 3/29/10 & On-site	By 3/29/10	After 3/29/10 & On-site
1) <input type="checkbox"/> FULL REGISTRANT	\$675	\$750	\$795	\$850
2) <input type="checkbox"/> ADDITIONAL REP (same company)	\$575	\$650	\$695	\$750
3) <input type="checkbox"/> GUEST REGISTRANT Guest Name: _____	\$245	\$295	\$295	\$350
4) <input type="checkbox"/> VENDOR REGISTRANT (non-exhibiting)	\$675	\$750	\$795	\$850
OPTIONAL PROGRAMS:				
<input type="checkbox"/> REGIONAL SUPERVISION PROGRAM (Sunday, April 18)	\$250	\$350	\$299	\$399
<input type="checkbox"/> SSA'S SELF STORAGE ECONOMIC SUMMIT III** (Sunday, April 18)	\$195	\$195	\$295	\$295
GOLF OUTINGS <input type="checkbox"/> Sunday <input type="checkbox"/> Tuesday	\$155 per day	\$155 per day	\$155 per day	\$155 per day

Check here if you want details on the Optional Local Area Tours.
 Watch the SSA website for additional information.

*Members who pay their dues directly to the SSA
 **Must be registered for the full or additional category in order to participate. Includes Chairman's Reception.

PART C - PAYMENT INFORMATION

Registration Fee _____
 Guest Fee _____
 Regional Supervision Program _____
 SSA's Economic Recovery Briefing _____
 Golf Outing _____
 Total Fees* \$ _____

Enclose check payable to SSA in US funds, or charge:

Visa MC AMEX

Card # _____ Exp. Date _____

Print Name _____

Signature _____ Billing Zip Code _____

*SSA Reserves the right to charge the correct amount if different from the amount listed above.

Mail or fax your completed registration form before April 12, 2010 to (514) 228-3102; SSA c/o Laser Registration, 1200 G Street NW, Suite 800, Washington DC, 20005-6705. Registration forms received after April 12, 2010 will not be processed in advance. Instead, please register onsite at the SSA desk at THE BROADMOOR.

NOTE: Registration without payment will not be processed.



Questions? Contact the SSA Registrar: Phone (514) 228-3076 | Fax: (514) 228-3102 | email: SSA@Laser-Registration.com

Please check here if you are disabled and require special services. Please attach a written description of your needs.



1901 North Beauregard Street
Suite 450
Alexandria, VA 22311

www.selfstorage.org



Help the SSA celebrate its 35th Anniversary Year, meet your industry colleagues, and pick up valuable new ideas for managing your business.



DEADLINES

★ **March 17, 2010**

THE BROADMOOR RESORT

Guestroom Discounts (1-800-634-7711)

★ **March 29, 2010**

SSA Registration Discounts

★ **April 12, 2010**

SSA Pre-Registration Deadline

(After this date, please register on-site)

Experience for yourself the power of SSA, as we present a program packed with timely information for individuals responsible for every segment of the self storage industry...site and area managers, owners, developers, suppliers...*those who have made a significant investment in self storage.*