

# Top-Rated SSA Executive Education and Training Programs Ahead in 2010

By Lyn Brackett – SSA VP, Education and Training

Attendance at SSA's popular new Regional Supervision Program tripled following its debut in March 2008. The program is designed for those who currently (or aspire to) oversee more than one property and management team. 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 April segment, *Essential Skills for Effective Regional Supervision*, focuses on a litany of topics, including time management in a multi-facility environment, strategic planning, conflict resolution, and communicating with the owner or manager. The program takes place April 18, 2010, at the Broadmoor in Colorado Springs, Colorado, in advance of the opening session of the SSA Spring Convention and Trade Show.

Registration and further details on the Regional Supervision Program are included in the SSA Spring Convention and Tradeshow brochure at [www.selfstorage.org](http://www.selfstorage.org). Interested parties are advised to register for this pre-conference program by March 19, as seating is limited.

## Owners Investors Course Returns with Latest Modeling Tools

SSA received such favorable feedback from its newly revamped Owners Investors Course in 2009, that the course will be updated and offered again in 2010. This unique program is delivered in case study scenarios covering critical areas of interest to self storage CEOs and investors. Each attendee receives the latest version of new dynamic modeling tools built for the course. Exclusively for SSA direct and indirect member facility owners and investors, the program is designed for self storage senior executives and senior financial staff. Those who participated in the program prior to 2009 will discover that the focus on new models specific to the self storage industry renders the course well worth attending again. Self storage industry leaders Bob Francis, CPM of the Heron Group and Jeff Humphrey, ASA, CCRA, of Devon Self Storage Holdings, instruct key portions of the program and share first hand insight from their considerable experience. Stay tuned at [www.selfstorage.org](http://www.selfstorage.org) for news on the location and dates for the 2010 edition of the SSA Owners Investors Course.

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## SSA Education Events

The following events are scheduled as we go to print. For additional dates, the latest information on, or to register for, SSA hosted events, click the EDUCATION AND EVENTS tab at [www.selfstorage.org](http://www.selfstorage.org).

### March 3

*Self Storage Legal Webcast\**

### April 18

*Regional Supervision Program  
The Broadmoor, Colorado Springs, Colorado*

### April 18–20

*SSA Self Storage Industry Summit & Trade Show  
The Broadmoor, Colorado Springs, Colorado  
(Economic Summit III – April 18)*

### May 12

*Self Storage Legal Webcast\**

### June TBD

*SSA Owners Investors Course*

### July 14

*Self Storage Legal Webcast\**

### September 8

*Regional Supervision Program  
Caesars Palace, Las Vegas, Nevada*

### September 9–11

*Fall Conference & Tradeshow  
Caesars Palace, Las Vegas, Nevada*

### October 6

*Self Storage Legal Webcast\**

### November 3

*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.

## SSA Online University's Free Webcasts Expand

SSA partnered with the Self Storage Legal Network to offer a series of top quality webcasts on a variety of legal topics critical to facility owners, owner/operators and managers. The curriculum includes information-packed sessions on hot legal topics vital to owners and managers. The programs are available at no cost in real time to SSA members on a first-come first-served basis. Following each live webcast, the program is available in download mode. Top industry attorneys Scott Zucker, Esq. and Carlos Kaslow, Esq., partners in the Self Storage Legal Network, deliver the programs. Mark your calendar for the following dates: March 3, May 12, July 14, October 6 and November 3 for SSA's SSLN Legal Webcasts. SSA is also adding a series of sponsored webcasts on operational, management and financial topics for 2010. For the latest listing of topics and webcast dates, visit the Online University page in the "Education & Events" section at [www.selfstorage.org](http://www.selfstorage.org).

## Online CSSM® Group Discount

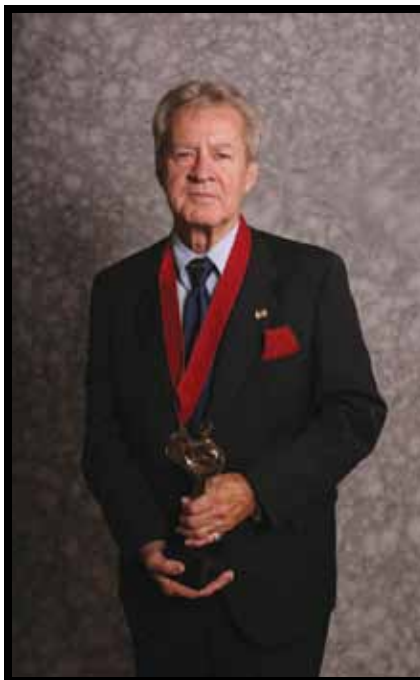
Many companies are taking advantage of the savings and convenience of group discounts for SSA's Manager Certification Program online. The Manager Certification Program consists of three optional tracks. Each track contains the four Managers Course modules in video with synchronized slides, downloadable manuals, interactive self tests and transcripts, as well as six selected management topic sessions with self tests and transcripts. Once the track is 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. Discounts are available for group purchases of five or more users. For group discounts, company-authorized purchasers should inquire directly by email at [education@selfstorage.org](mailto:education@selfstorage.org). Savings for companies via the online certification process compared to the former venue-based program are well over \$2,200 per person.

CE credits required for CSSM® renewals and current candidates are also all earned online. For further details, visit SSA's Online University in the "Education & Events" section at [www.selfstorage.org](http://www.selfstorage.org).

## Anywhere, Anytime Education for Your Company

SSA Online University downloads offer 24/7 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 downloadable recordings in synchronized audio/visual mode, visit SSA's Online Store under *Webcast Recordings* for a series of 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 in download mode 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. ❖



## Industry Loses Hall of Famer Harold Leslie

Self storage industry pioneer Harold Leslie, a charter member of the SSA and the Self Storage Hall of Fame, passed away January 15th following a lengthy illness. Leslie was an innovator in self storage design and helped develop the standing seam steel roof concept that became the industry standard. Leslie Industries built its first facility in 1978 and ultimately was responsible for 52 million square feet of self storage space throughout the country, mostly in the southeast.

In addition to his construction business, Leslie founded Leslie Storage Ltd., in Daventry, England to supply cold roll steel products. He was also an active philanthropist regularly sponsoring children in third-world countries through the Christian Foundation for Children and Aging.

He and his wife, Winnie, were married for nearly 50 years prior to her death a few years ago. In his free time and retirement, Leslie enjoyed traveling and golf, but more than anything, his grandson Phillip, Jr. He is also survived by two sons, Gregory C. Leslie and Phillip Glen Leslie, as well as a sister, Julia Vaughn.