

SSA STAFF

MICHAEL T. SCANLON JR.
President & CEO
mscanlon@selfstorage.org

MIKE BLACKETT
Vice President, Operations
mblackett@selfstorage.org

LYN BRACKETT
Vice President, Education & Training
lbrackett@selfstorage.org

TIMOTHY J. DIETZ
Vice President
Communications & Gov't Relations
tdietz@selfstorage.org

DEREK KNIGHTS
Vice President, Finance & Administration
dknights@selfstorage.org

MARTHA M. MORRISON, CMP
Vice President, Meetings & Trade Shows
martham@selfstorage.org

GINNY A. STENGEL
Vice President, Member Services
gstengel@selfstorage.org

FARIBA BEG
Creative Director & Web Administrator
fbeg@selfstorage.org

ANNA K. CANLAS
Director, Research & Data Analysis
acanlas@selfstorage.org

TOM COMI
Director, Advertising Sales
tcomi@selfstorage.org

JENNIFER L. PETTIGREW
Director, Registration, Vendor &
Sponsorship Relations
jpettigrew@selfstorage.org

JOHN DUNLAP
SSA Globe Associate Editor
jdunlap@selfstorage.org

JOAN BACCAY
Manager, Membership Services
jbaccay@selfstorage.org

We're Trying Something New in April

Why Don't You?

By Michael Scanlon – SSA President & CEO



It comes as no surprise that the current state of the economy has had a downward impact on individual businesses as well as the organizations that represent them. Trying to attract convention and trade show audiences to a trade association event has become much more difficult.

So we went back to the drawing board to re-script the way we do business for our SSA Spring Convention & Trade Show to be held April 18–20, 2010. Our rethinking process involved the SSA Conference & Program Committee—a group comprised of owner/operators and vendor company representatives. The result: we have completely redesigned the spring conference and the way we plan to present our program.

First, this year is the SSA's 35th Anniversary as the official trade association and registered lobbying organization representing the self storage industry. So, we wanted to do something "special." Second, we thought we'd break the monotony of typical meeting hotels and schedule a meeting at the nation's #1 resort—The Broadmoor Resort.

I have visited all 50 states and compiled more than 4 million air miles during my 41 year career, and The Broadmoor Resort is the finest hotel and meeting venue in the U.S.—bar none! If you have never visited, you owe it to yourself to see this remarkable place at least once—and you'll never get a lower room rate than the one we've negotiated.

Our program at Colorado Springs will be far more interactive than past SSA programs. We start with an "Idea Exchange" where we will take typical facility operational problems and get audience ideas as to how they would resolve the issues. Also, attendees can ask how others might address a problem that's keeping them awake at night. It promises to be a great opening event.

Please review the SSA Spring Convention & Trade Show brochure in this copy of the *SSA Globe* and you'll see many changes. We start on Sunday, April 18, with Economic Summit III, a soup-to-nuts discussion of what's going on in the capital markets and how banks are reworking loans.

We end with a dinner (included in your basic registration) on Tuesday, April 20, where Public Storage CEO Ron Havner (a man whose leadership has greatly helped SSA fulfill its government relations mission) will share his view of what we face in the months and years ahead.

Now that SSA has done its part by totally rebuilding the Spring convention and trade show, it's time to do your part—register. It will be the finest spring program we have ever fielded. We strongly urge you to attend and benefit from the new buffet of ideas, networking opportunities, economic and legal information that we are preparing for you.

Our regular attendees will surely want to catch this meeting for many reasons. However, if you have either never been to an SSA meeting, or haven't attended lately, please attend this one. You'll never see a better SSA program.

We're trying something new in April. Why don't you? ❖