“The customer is always right” can sometimes be a tough pill to swallow. The concept is solid: whatever the issue, you still want the business, and if the outcome is a concession versus a larger gain, the squeaky wheel will get the grease. The thing about greased wheels: the machine runs smoother for everyone. We see this on full display with our elected officials. Their ROI is your vote and their reputation for being responsive. Beyond general policy differences you may have with your representatives, or perhaps party affiliation, all of us should keep in mind that their job is to be your liaison and your advocate. Their job is to do their best to make government work. If you have a problem that falls under the government’s jurisdiction, your first stop should be a local government official or whoever has the ability to move your concern forward.

It is impressive to see a massive machine like the government work. From filling a pothole outside your facility to modernizing lien laws that will help your business operate more efficiently, government can and does work. But it takes participation and a substantial commitment of time to usher in changes. The legislation has to be drafted, it has to be introduced and it has to be nurtured until it is signed into law. That’s where your SSA comes into play. We have experts across the country who diligently work with the national and state SSA organizations. And by any measure, your association, consisting of invested members like you, have racked up a huge win list for the self storage industry.

The Association has seven primary lien law modernization efforts and one issue related to operators offering limited lines insurance. Whether we are modernizing the ways you are permitted to communicate with your customers, or convincing legislatures there is a thing called the Internet (psst... newspaper advertisements may not be as effective as they once were), all of these issues must be addressed at the state level. That requires a tremendous amount of coordination and an adaptive style, because no two state governments are exactly the same. As a matter of fact, we are very excited to be working this year in Nebraska, our country’s only unicameral legislature.

In addition to efforts at the state level, your SSA is actively involved with matters related to the Federal Trade Commission, Department of Labor and the International Code Council. Members of the SSA should feel free to contact the SSA Department of Government Relations with any concerns they may have, whether it be at a state or federal level. We’re delighted to be your squeaky wheel.

If you would like to learn more about the issues we are working on, view legislative resources, or get a copy of your state’s lien law, please visit self-storage.org and click on “Advocacy.” You can also follow us on Twitter (@SelfStorageAssn), where we provide legislative updates and other relevant industry information.

Don’t Get Left in the Dark!

Follow the SSA on Twitter, Facebook and LinkedIn to get real-time updates on legislative issues that affect you.