SELF STORAGE ASSOCIATION

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

A New Decade in Self Storage

By Tracy Taylor – Chairman, SSA Board of Directors

For the past few years I have enjoyed reading this column during the month of January, when the new chair of the SSA board of directors introduces himself or herself. I am honored that this month I have the same privilege.

My name is Tracy Taylor and I've enjoyed sitting on the SSA board since 2005. I am based in Dallas, Texas, where I have lived my entire life and where I entered the commercial real estate sector 38 years ago. In 1974, my partner George Watson and I formed Watson & Taylor. Together we've developed industrial business centers, office buildings, apartment projects and, yes, self storage facilities in a number of states.

If that period was the infancy of self storage, the state of Texas might be considered the industry's breeding ground. Early self storage facilities emerged in other states, but the concept took a foothold, flourished and spread forth with remarkable speed in the Lone Star state.

I have had the good fortune of getting to know some great people through my business and associations, many of them competitors. I have always felt it wise in business, and in my personal life, to work openly to share ideas, to learn best practices and to become part of a collective voice for the achievement of shared goals.

I hope that my tenure at the helm of this organization will be marked by welcoming more and more able professionals into our activities. Those of us who have been around our state and national associations for several decades can attest to the dramatic influence that these organizations have had on the well-being of an entire industry.

Obviously, all of us realize that real estate has felt the pressure of today's economic realities. But it is also clear that our particular corner of real estate has faired better than most. Still, I believe that it is during these periods that absorbing as much information as possible and educating yourself in real-time can give you the edge to survive and thrive.

SSA president and CEO Mike Scanlon, together with his very capable staff, will produce the most useful data and research to help you navigate the unique challenges of 2010. Our legal information is second to none and is the most cost-effective way for you to get the answers you need.

At the same time, we are watching out for you on the legislative front. Our industry no longer flies under the radar. Although we appreciate the recognition, our prominence brings its own concerns, such as sales taxes and regulatory burdens. We just finished the most successful legislative year in the Association's history and I believe 2010 will be even busier on the advocacy front.

Finally, I'd like to take this opportunity to thank Bob Schoff, my immediate predecessor. Bob's attention over the past year to the financial well-being of the Association during one of its most difficult periods has been tremendous. I look forward to working with our board, our staff and our members to carry on this positive momentum, and I thank you all for the opportunity. ❖