

SSA Education and Training Programs Ahead in 2011 for Managers & Owners

By Lyn Brackett, VP of Education and Training

Regional Supervision Program for Managers and Owner-Managers in Charlotte, NC on April 5

SSA's popular new Regional Supervision Program is designed for those who are 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 5 segment, *Managing & Educating Staff* focuses on assessing and meeting training needs; evaluating training effectiveness, HR requirements and practical tips for recruiting, hiring, firing, and supervising managers; and establishing, documenting, updating and disseminating operational policies and procedures. The program takes place on April 5 at the Westin Hotel Charlotte in advance of the opening session of the SSA Spring Conference and Trade Show later that afternoon.

Registration and further details on the Regional Supervision Program are included in the SSA Spring Conference and Trade Show brochure which can be downloaded at WWW.SELFSTORAGE.ORG. Interested parties are advised to register for this pre-conference program before March 21, as seating is limited.

SSA Owners-Investors Course Returns in 2011 with Latest Version of SSA's Modeling Tools

SSA continues to receive favorable feedback from the new Owners-Investors Course which will be updated and offered again in 2011. Exclusively for SSA direct and indirect member facility owners and investors, the program is designed for self storage senior executives and senior financial staff. Each attendee receives the latest version of dynamic modeling tools built for the course. Those who participated in the program prior to 2009 will discover that the current focus on new models specific to the self storage industry renders the course well worth attending again. Course alumni of the revamped program also repeat the program to learn more about how to use the course models. Self storage industry leaders Bob Francis, CPM, of the Heron Group and Jeff Humphrey, ASA, CCRA, of Devon Self Storage Holdings, instruct the program and share first hand insight from their considerable experience in the industry. Stay tuned at WWW.SELFSTORAGE.ORG for

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SSA Education Events

Updates are posted in the EDUCATION & EVENTS area of WWW.SELFSTORAGE.ORG

January 30 – February 2, 2011

*Executive Ski Workshop
Sheraton Resort, Steamboat Springs, Colorado*

February 16

*Self Storage Legal Webcast**

April 5

*Regional Supervision Program
The Westin Hotel, Charlotte, North Carolina*

April 5-7

*Self Storage Industry Spring Convention
The Westin Hotel, Charlotte, North Carolina*

May 11

*Self Storage Legal Webcast**

June 29

*Self Storage Legal Webcast**

July 20

*Self Storage Legal Webcast**

September 7

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

September 8-10

*Fall Conference & Trade Show
Caesars Palace, Las Vegas, NV*

October 19

*Self Storage Legal Webcast**

November 9

*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.

the latest news on the location and exact dates for the 2011 edition of the SSA Owners-Investors Course.

SSA Online Certified Self Storage Manager (CSSM®) Discounted for Groups of Four or More

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 complete 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 four or more users. For group discounts, company-authorized purchasers should inquire directly by email at 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 now all earned online. For further details, visit SSA's Online University through the EDUCATION & EVENTS tab on the left at WWW.SELFSTORAGE.ORG.

Anywhere, Anytime Education for Your Company

SSA Online University downloads offer total control 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 audiovisual mode, visit SSA's Online Store under *Webcasts* for a series of top-quality 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 for download 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. ❖

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