

# SSA: Respected Worldwide

By Michael T. Scanlon, Jr. – SSA President & CEO

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Over the last decade, as the U.S. self storage market has matured, we find that the international market for self storage has just begun to ripen. We at the SSA observe this phenomenon in several ways. First, we notice it among our membership. Second, we see it in our convention and trade show attendance. Also, we can count it in the number of international “hits” on our Web site.

SSA membership now includes more than 100 members from more than 20 nations. More than 900 international visitors have attended SSA conventions and trade shows over the last four years. And, believe it or not, during the last twelve months our Web site has had 105,097 visits from 153 nations—from Afghanistan to Zambia.

As SSA celebrates its 35th Anniversary serving self storage owners, operators, investors, vendors and interested parties, we must acknowledge that our products and services are now attracting a worldwide audience. We should celebrate not only our anniversary, but the respect this Association has earned around the globe.

The Self Storage Association (U.S.) has established formal affiliations with four international associations, including the Federation of European Self Storage Associations (FEDESSA), which represents some 1,500 facilities in a dozen nations. Likewise, we are affiliated with Australian-Asian Self Storage Association, which represents another 1,000-plus facilities in the Far East and Down Under. Recently we have affiliated with the Latin American Self Storage Association, representing a small but growing market for self storage in Central America, South America and the Caribbean nations. Earlier this year, we inked an affiliation agreement with the new Japan Self Storage Association.



As new markets for self storage open around the world, we want our owner-operators who look to grow internationally and our vendors who seek to find new markets for development to have every opportunity to develop and sell their products and services. To that end we are exploring the possibility of trade missions to foreign markets, like Japan, in the near future.

There is a growing international need for industry data showing how the U.S. self storage market evolved and prospered in the first 25 to 30 years. There is also a thirst for executive education, employee training programs and vendor product information. What organization is better suited to fill these needs than the SSA (U.S.)?

Sir Winston Churchill once said—speaking of the international political arena—“We do not covet anything from any nation except their respect.” I believe that the SSA board and staff would state something similar when considering our offerings in the international business arena.

So this September 1–3, while attending our SSA Fall Conference & Trade Show in Las Vegas, if you see a name badge that indicates a foreign visitor to our meeting, please welcome them to our Association, to our meeting, and to our industry. You never know when such networking will result in a new friend or a new idea. That’s one of the unstated benefits of belonging to a truly international Association. ❖