

SSA Owners-Investors Course in San Francisco, June 16-18

By Lyn Brackett, VP of Education and Training

The updated SSA Owners-Investors Course with SSA's latest modeling tools is taking place in San Francisco, California, June 16-18, 2010. The course, open to SSA direct and indirect member facility owners and their senior financial staff and investors, is delivered in case study scenarios along with financial modeling dynamics, covering critical areas of interest to executives currently involved in the self storage industry.

Self storage industry leaders Bob Francis of the Heron Group and Jeff Humphrey of Devon Self Storage Holdings, instruct the program, and share firsthand insight from their considerable experience in the industry. Classroom peer-to-peer discussion is a popular feature of this program for industry leaders. Each attendee receives new modeling tools used in the course for future study and reference.

The program takes place at the Sheraton Fisherman's Wharf, close to Pier 39, Ghirardelli Square and the San Francisco cable car lines. Seating is limited, but prepaid

registrations are accepted until June 15 if space is available. By special arrangement with the California SSA, CSSA members receive the same low registration fees as SSA direct members. For full details and to register, go to www.selfstorage.org and download the course brochure.

SSA's Online U 'Summer School': Marketing Ideas, Operational Solutions and Legal Answers

Why not improve your self storage business acumen with a few online sessions this summer? SSA's Online University offers a number of opportunities for self storage professionals to advance their knowledge and skills at their convenience. SSA Online University will reach you in your preferred environment on topics in marketing and sales, operations, and legal dilemmas as well as construction/renovation and financial concerns. At SSA's Online U, owners and managers can learn in a structured, interactive format or download a program to listen and learn later.

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Downloadable education sessions allow you to learn “on the go.” Download a session and burn it to a disk to play in your car or on portable CD player. Or download in MP3 format for your MP3 player. Downloadable education does not allow for interactive self testing, but it is convenient. Below is a description of SSA’s Online University education by delivery method: downloadable or streamed. Either type can be used by individuals or by companies in a classroom training format.

Online Education to Download: Conference Session Recordings and Legal Program Recordings

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 &



Sales, Legal Issues or Construction and Development. If you missed any of the recent conferences, you’ll find the recorded sessions here.

For offline access to essential legal education anywhere, any time, for you and your entire company, visit SSA’s Online Store under WEBCASTS for audio/visual recordings on a variety of legal topics critical to facility owners, owner managers, and managers. These one-hour lessons by Self Storage Legal Network attorneys Scott Zucker, Esq. and D. Carlos Kaslow, Esq., are all available to download, at a discount for SSA direct members. Owners and managers can consult the legal topics recordings for specific areas of concern to them or use the recordings to educate staff on selected legal issues.

Measurable, Interactive Education Available On Demand: SSA Manager Certification (CSSM®) Program, SSA Managers Course Online and Select Conference Sessions

Many managers and owner managers are taking advantage of the savings and convenience of the structured learning available through the *Managers Course* online and the *Manager Certification Program* online. The *Manager Certification Program* consists of three optional tracks. Each track contains the four *Managers Course* modules, each with classroom 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 may take the final certification exam online. When the final exam is passed, the examinee is issued the industry’s prestigious SSA Certified Self Storage Manager (CSSM®) designation.

CE credits required for CSSM® renewals are also all earned online. Most SSA Online University programs are open for purchase by the public at this time. Savings for companies via the online certification process compared to the former venue-based program are well over \$2,200 per person. For further details and other SSA Online University education

SSA Education Events

The following upcoming events are scheduled as we go to print. Details, registration and updates in the EDUCATION & EVENTS area of www.selfstorage.org.

June 16–18

*SSA Owners/Investors Course
Sheraton Fisherman’s Wharf Hotel, San Francisco*

July 14

Self Storage Legal Webcast
“The Limitation of Value Provision”*

August 31

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

September 1–3

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

October 6

Self Storage Legal Webcast
“State Lien Law Changes”*

November 3

*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.

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for owners and managers, visit SSA's Online University through the EDUCATION & EVENTS tab on the left on the SSA home page, www.selfstorage.org.

SSA Certified Self Storage Manager (CSSM®) Education Discounts for Groups

Many companies are taking advantage of the savings and convenience of group discounts for SSA's *Manager Certification Program* online (above). Discounts are available for group purchases for five or more users. For group discounts, company-authorized purchasers should inquire directly at education@selfstorage.org.

SSA CSSM® Classes of 2006 and 2008 First to Save on New Renewal Site Opened This Spring

SSA's new CSSM® Renewal site is now open to those who are due to renew in the current year, providing a special, self-contained online classroom area and renewal procedure with new online sessions and self tests, and a savings of \$150 over the previous renewal procedure.

If you received your CSSM® designation in 2006 or 2008, you must successfully complete your four renewal credits on the SSA CSSM® renewal site by December 1, 2010, to

remain certified and to continue using the CSSM® designation. Renewal Site access information was sent to 2006 and 2008 CSSMs® via the personal (or individual) email address each provided specifically for CSSM® program use. If you are a 2006 or 2008 CSSM®, and did not receive your 2010 renewal access information email notice, notify SSA at education@selfstorage.org as soon as possible. If you are uncertain of your initial CSSM® completion year, check the Official Registry of Certified Self Storage Managers posted in the Online University/Certification section, linked from EDUCATION & EVENTS at selfstorage.org.

Regional Supervision Program in Vegas to Focus on Marketing and Operations

SSA's new *Regional Supervisors Program* is designed for those who are currently (or aspire to be) overseeing more than one property and management team. Delivered by the most experienced management experts and trainers in the industry, the program has six segments, offered in a series in advance of each of SSA's semiannual conferences.

The fall segments take place on August 31, in advance of SSA's Fall Conference & Trade Show at Caesars Palace in Las Vegas. Interested parties are advised to register before August 16 for the fall program, as seating will be limited. Registration and further details on the program are in the fall conference brochure at www.selfstorage.org. ❖



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