

THE SSA VALUE PROPOSITION

Don't let 'em fool you!

There may be others who offer national membership programs, but they're more concerned with bettering their bottom line than helping the industry. The SSA, a non-profit organization, truly represents your industry and is working to improve YOUR bottom line!

■ Data & Information

SSA has the *Self Storage Demand Study* and the *Financial & Operational Characteristics Study*. These studies are revolutionizing the way owner-operators and managers look at this industry and how they market to their residential and commercial customer base.

■ Advocacy & Government Relations

SSA is working harder than ever to make sure that taxation on self storage rents isn't implemented in your state. We're helping more states than ever improve their lien laws and helping to fund a variety of other issues important to our members. We've worked with state associations across the country to pass legislation that not only saves you money, but will save you time. ***This is something non-association 'membership' programs can't and won't do for you!***

■ Networking & Meetings

SSA holds two national conferences and trade shows each year. The upcoming Fall Conference & Trade Show will be held in Las Vegas, Nevada, September 7–9, 2011. These are the best national meetings in the industry, designed specifically for people who've already made a major investment in this industry—like you! As always, SSA direct members receive substantial discounts on their registration fees.

■ Communications & the SSA Globe Magazine

SSA members receive the *SSA Globe* magazine and the bi-weekly *SSA Online Globe*, keeping members totally up-to-date and plugged-into what's going on in the industry. In addition, facility managers receive the monthly *Facility Managers Memo*, and our Small Facility members receive a special *Team One Briefing* aimed at issues important to our Small Facility members.

■ Executive Education & Employee Training

SSA offers the *Annual Winter Executive Workshop* which combines first-class industry education for advanced operators with world class accommodations at nationally known ski resorts each January or February. District

managers and owner managers with more than one property will want to take advantage of SSA's new *Regional Supervisors Program* offered in advance of SSA's semi-annual conferences. For learning anytime, anywhere, with no travel expense, SSA's new *Online University* includes downloadable conference sessions and webcasts as well as a structured, interactive learning site for education on management topics and attainment, along with renewal of the prestigious SSA certified Self Storage Manager (CSSM)[®] designation.

■ Rewards & Benefits

The SSA has assembled a "Value Proposition" that is unequalled in our industry. The Association can easily provide you with ten times more benefits than you provide in dues—if an individual owner-operator takes full advantage of all SSA sponsored programs and discounts. And this year, SSA's Foundation has introduced the SSAF Scholarship Program that will provide scholarship awards of \$2,500 to \$5,000 toward postsecondary education tuition and fees. Recipients must be employees (or their children/grandchildren) of companies which are direct members of the Self Storage Association.

■ Technology Tools

Annually, the Self Storage Association (SSA) administers an *Operational Characteristics Survey* that collects operational data on the features and characteristics of self storage facilities from its members. It is then published as a comprehensive resource to facility owners, operators, and others interested in this industry. The results of the survey are compiled in an online version of various reports called the *F.O.C.U.S. Online Reporting System*. Members will find valuable data including: operational and financial data and trends not routinely available from other sources and key result areas organized by region and area type that is cross-tabulated with other operating practices and characteristics of reporting facilities.

■ Research and Studies

SSA continues to outpace the entire industry in terms of generating new research and cutting-edge information programs. Self storage is now a \$22.6 billion dollar

industry (in terms of gross sales)—much larger even than the record music industry or the U.S. motion picture production industry. Collectively, the industry represents 2.2 billion square feet of self storage space—a land area of more than 78 square miles or the equivalent of three times the size of Manhattan Island, under roof. SSA direct members get first notice of all upcoming research and new studies at special introductory prices before they are released to the entire industry.

■ Association Relations

The SSA now represents some 5,500 owner-operator firms—both direct members and (indirect) members of the international and state associations that are now formally affiliated with the national SSA—and a total of some 20,000 facilities in the U.S., Canada and 28 other nations. SSA is working together with its affiliates on key government relations issues, revenue-sharing ideas and other programs of great importance to the affiliates.

■ Membership Services

SSA is known for, and prides itself, on its responsiveness. If you do not believe it, give SSA a call and ask a question. You will get a timely and helpful response. SSA is

doing something right because it enjoys one of the highest membership retention rates in the entire association management industry!

■ Publications and Content

SSA generates several new books, manuals and studies each year. We're working on several this year that will be available shortly as e-books. We also have published the *Self Storage Operations Manual*, *Security for Self Storage*, and *Mixed Use Development*. To explore all the books and studies available, visit our website at www.selfstorage.org.

■ Legal Resources and Information

SSA direct members (only) receive six copies of the *Self Storage Legal Review* each year—a detailed legal newsletter that is a major benefit valued at \$295 per year. Also, SSA members can tap into the *Self Storage Legal Network* for a small fee to receive detailed legal information in response to their specific questions from SSA's panel of expert attorneys who specialize in self storage law. We're also in the process of publishing *Annotated Lien Laws* for each state (we currently have 16 states completed) available to SSA members (direct and indirect) only for \$25 each.

We encourage you to join YOUR industry's national not-for-profit trade association.

We don't do this for the money ... we do this for you!

For over 35 years, we've been the industry's national not-for-profit trade organization.

Visit www.selfstorage.org to join the SSA!

SSA Membership Categories

Regular Member

\$495/year, includes one facility. \$75 for each additional facility. A person or company that owns one or more facilities whose total rentable square footage is greater than 40,000 square feet.

Small Facility Member (AKA Team One)

\$250/year for Team One Plus or \$150/year for Team One Basic membership. A person or company that owns one more facility whose total rentable square footage is between 1 and 40,000 square feet. Team One Plus members receive the full list of SSA member benefits, including the Self Storage Legal Review (SSLR). Team One Basic members do not receive the SSLR.

Vendor Member

\$775/year. Suppliers of goods and/or services to the self storage industry.

Management Firm Member

\$495/year, includes one facility. Plus \$75 for each facility managed or owned. A person or company that manages self storage facilities on behalf of a facility owner for a fee.

Prospective Owner Member

\$495/year. An individual or company that does not own an existing self storage facility or a facility under construction, but is a prospective developer or purchaser of a facility.