

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. STENDEL
Vice President, Member Services
gstengel@selfstorage.org

FARIBA BEG
Creative Director & Web Administrator
fbeg@selfstorage.org

ANNA CANLAS ATHON
Director, Research & Data Analysis
aathon@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

“Busy” is Our New Legislative Standard

By Michael Riva, SSA Vice Chair and Legislative Committee Chairman



With the first quarter of 2010 behind us, most of us are focusing on where our business stands and in what direction we are headed. You might be asking questions like, “Have those cost cutting measures worked?” Or, “Is it time to take back some of those discounts?”

Two consistently big questions that you are probably already aware of as an SSA member are: “What is the legislative climate in my state and across the country? And, how could this affect my business?” Through your SSA membership, you are likely cognizant of the regulatory environment around you and are astute enough to do your part. Thank you for that!

The SSA is leading efforts to ensure that this industry is represented, working closely with members of all sizes, from concerned small operators to the publicly-traded self storage companies and state associations in affected areas. The SSA has not only made a commitment to fight bills that tax or place undo regulations on self storage, but also supports and helps to fund those legislative efforts that will strengthen our industry and protect members.

In just the past three years, the SSA Legislative & Regulatory Advisory Committee has gone from primarily a monitoring committee to a fully-engaged, proactive group. The same can be said of our staff, which now includes registered lobbyists in addition to legal counsel. The participation of the industry’s largest companies—Public Storage, Extra Space, U-Store-It, Sovran and U-Haul—as well as the active participation of the state associations, has complimented the efforts of mid-size and small operators who share many of the same priorities. SSA-affiliated state associations have organized grassroots efforts, hired lobbyists, orchestrated testimony for their respective legislatures and provided their share of financial support. At this year’s Legislative Committee meeting, fifteen states participated, ten of which had put together plans to introduce industry-friendly legislation or were planning on fighting harmful bills.

Already this year, the SSA is helping to fight three different tax laws that could negatively affect operators in these states. Illinois has two tax issues, one at the state level and one at the municipal level. Sales taxes on self storage at the local level are becoming a reality. We may see more of this during 2010 and certainly will see more in years to come.

The greatest impact this committee and the Association has had, is promoting legislation that strengthens and makes our industry and business more efficient. The Arizona SSA has introduced a bill that will limit the liability of an operator in the event that private information or “protected property” is abandoned. California is finishing a piece of legislation that will strengthen its lien law and save operators in that state millions of dollars. Florida and several other states are preparing to do the same. Despite some setbacks, New York is working hard on insurance legislation that will help operators sell renters insurance over the counter.

So, as 2010 takes shape and you are focusing hard on making your business better, know that the Association is working just as hard to improve our industry as it is to ward off those things that could do your business harm. ❖