

# Discounts Ending for June Owners/Investors Class

By Lyn Brackett – SSA VP, Education and Training

## May Registrants Save on 2010 Owners/Investors Course Featuring the Latest SSA Modeling Tools

Seating is expected to sell out quickly for the June 16–18 Owners/Investors Course at the Sheraton Fisherman's Wharf Hotel in San Francisco, California. Owners, investors and senior financial staff should register by May 6 to save \$400 off the late rate and to ensure seating. Those registering by May 17 save \$200 off the late registration fee.

The newly-revamped course is exclusively for SSA direct and indirect members and is designed for self storage company chief executives, senior financial staff and financial investors. A core component of the class is SSA's new dynamic financial modeling tool custom-built for the class. Each attendee receives the latest version of the SSA modeling tool, which can be tailored to suit individual analysis.

The 16-hour program is delivered in case study scenarios covering critical areas of interest to self storage industry owners and investors—acquisitions, conversions and management turnarounds. The course is based on updated scenarios of actual business transaction cases within the industry. An electronic compendium of the detailed case information is distributed to attendees for use in class and for future reference and study. Class activities are in small groups to facilitate sharing of knowledge and ideas between attendees.

Several alums from prior classes attended the 2009 sessions and expressed an interest in attending subsequent classes to delve deeper into the financial model and it uses. Self storage industry leaders Bob Francis, CPM of the Heron Group and Jeff Humphrey, ASA, CCRA, of Devon Self Storage Holdings, instruct key portions of the program and share first-hand insight from their considerable experience. Jeff Humphrey, who developed the financial model used in class, continues to enhance it for versatility and ease of use.

The program begins Wednesday, June 16, at noon and runs to Friday noon on June 18. The Sheraton Fisherman's Wharf is in the heart of San Francisco's most popular neighborhood near Pier 39, Ghirardelli Square and the world famous San Francisco Cable Car lines. Owners/Investors Course attendees receive a special low lodging rate if they reserve by May 15, or as long as rooms for the attendees are available, whichever comes first. By special arrange-

ment with the California SSA, CSSA members receive the same low registration fees as SSA direct members. For details and to register, visit [www.selfstorage.org](http://www.selfstorage.org).

## SSA Certified Self Storage Managers: Renew at New CSSM® Renewal Site and Save

SSA's new CSSM® Renewal website is open for 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.

Renewal year dates are posted by CSSM® class year on the Official Registry of Certified Self Storage Managers in the Online University & Certification area of the SSA Education & Events section of [selfstorage.org](http://selfstorage.org). All other SSA Online University programs are open for purchase by the public. Special group rates for the CSSM® tracks are available for companies that wish to purchase access for multiple users. For further details on certification and other SSA Online University education for owners and managers, visit SSA's Online University through the "Education & Events" tab on the left of the SSA home page at [www.selfstorage.org](http://www.selfstorage.org).

## SSA Online CSSM® Discounts for Groups

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 five or more users. For group discounts, company-authorized purchasers should inquire directly by email at [education@selfstorage.org](mailto: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.

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Individuals seeking to take the online program register online directly. Visit SSA's Online University through the "Education & Events" tab on the left at [www.selfstorage.org](http://www.selfstorage.org).

The Managers Course Online portion of the CSSM® program offers a foundation in the following areas:

### Legal Issues

- The vital difference between self storage and warehousing
- The importance of creating a paper trail
- The general scope of tenant and landlord rights and restrictions
- Critical aspects of lien statutes and how to handle delinquencies
- How to deal with law enforcement personnel
- Communicating in crises
- The management of unusual circumstances such as bankruptcy or death of a tenant

## SSA Education Events

The following events are scheduled as we go to print. For additional dates, the latest information on, or to register for, SSA hosted events, click the EDUCATION AND EVENTS tab at [www.selfstorage.org](http://www.selfstorage.org).

### May 12

*Self Storage Legal Webcast\**  
*"The Landlord's Right of Entry"*

### 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.

### Financial Management

- A basic understanding of financial statements
- Why and how to develop a cash flow model
- How value is both created and increased
- How the manager can affect value

### Sales and Marketing

- The importance of curb appeal and a professional work environment
- How customer service is a major key to success
- The importance of telephone sales skills and other selling and marketing techniques
- Insights on supervising temporary staff
- The importance of networking and community involvement

### Operations

- The manager's role in maintaining the value, appeal and security of the property
- The types of routine care and minor maintenance to be done on site
- Basic operational and administrative procedures
- Techniques for handling rent payments
- How to effectively manage customer tenancy and transition
- The manager's responsibility in catastrophe management

For further details and other SSA Online University education for owners and managers, visit SSA's Online University through the "Education & Events" tab on the left of the SSA home page at [www.selfstorage.org](http://www.selfstorage.org). ❖

**The Arkansas Self Storage Association, Inc.**  
invites you to attend the sixth Annual  
Arkansas Self Storage Expo  
The best way to meet facility owners, operators and developers  
**The Hot Springs Convention Center**  
**Hot Springs, Arkansas**  
**September 28 & 29, 2010**

September 28: Golf with lunch  
Evening Reception

September 29: 2010 Expo

You can make hotel reservations at the Embassy Suites.  
There will be a group rate for rooms, limited availability.

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