

# Give This to a Non-Member

By Tim Dietz – SSA VP, Communications & Government Relations

## 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 K. CANLAS**  
Director, Research & Data Analysis  
acanlas@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 Editor  
jdunlap@selfstorage.org

**JOAN BACCAY**  
Manager, Membership Services  
jbaccay@selfstorage.org

**CAROL BOWLEY**  
Administrative Assistant  
cbowley@selfstorage.org



you to succeed.

I am unapologetic about approaching SSA advocacy as a pro-business hack. As your representative in the political arena, the SSA is helping to give you a fair shot in achieving your business goals. Blah, blah, right? You've heard it before.

I know you have. But I'm not talking to you—the loyal SSA member. I'm talking to you—the one to whom the loyal SSA member gave this magazine. Please thank that person for caring enough to improve the environment for

The economic and regulatory mood of the day is clear evidence that you need someone watching out for you. That's us. Many of your competitors have joined the SSA to make a difference, and it really is only fair that you contribute by joining also. Regardless of your political persuasion, as an entrepreneur, you need to be pro-business and politically active. Not your bag? I think you're selling yourself short. We're here to promote reasonable, fair business practices and limited regulatory intrusions so that you can proceed with your business.

Threats are coming from every level of government and they're too much for you to face alone. Municipalities, for example, have begun targeting individual sectors where they perceive an abundant financial windfall. Last year, the small town of Morton Grove, Illinois, instituted a sales tax on self storage. Tenants in the Chicago suburb are now paying 7 percent more than they were before, jeopardizing the occupancy there. Needles, California, tried the same thing until the national SSA and the California SSA mobilized to stop it.

State governments do more to influence your industry than any other public sector. This is where the majority of SSA's advocacy resources are dedicated. We are watching sales taxes pop up in various states where treasurers are frustrated with budget shortfalls. And we're working to update obsolete lien laws that have costly notification and advertising (newspaper) provisions. Your membership dues pale in comparison to the savings you'll achieve once we get these laws changed.

On the federal level, Congress passed the new administration's budget blueprint, which calls for \$353 billion in corporate tax hikes and income tax increases of \$955 billion over 10 years on small businesses, entrepreneurs and investors. The health care proposal in the House includes a surtax on high-income households, the majority of whom are small business owners. These taxes target the very same creative people with the initiative to advance our economy through new ideas, new enterprises and new jobs.

To fight such large battles, the SSA teams with other like-minded organizations including the U.S. Chamber of Commerce and other real estate associations to lend a voice and make a difference. These are public problems that see your hard work as the solution.

This Association is only as effective as its participation is strong. That is why we ask you to thank those who have had the foresight to join the SSA, contribute to our Legislative Issues Fund and insulate the industry from threatening laws. Do what's right: Step up and join the SSA. After all, the improvements made by some benefit all. ❖