

# Register by October 23 for November SSA Owners Investors Course

By Lyn Brackett – SSA VP, Education and Training

SSA received such favorable feedback from its newly-revamped Owners Investors Course in June that seating is expected to sell out soon for its encore presentation in November at the Chaparral Suites Resort in Scottsdale, Arizona.

The course, exclusively for SSA direct and indirect member facility owners and investors, is designed for self storage company chief executives and financial investors. A core component of the class is SSA's new dynamic financial modeling tool that was built for this program. Each attendee receives the latest version of the modeling tool, which can be tailored to suit individual analyses after the class.

The 16-hour program is delivered in case study scenarios covering critical areas of interest to owners and inves-

tration fee—that, and the instructors' lifetime of knowledge and lessons learned. You should definitely take this course before buying another property.”

*Ron Vansyoc* (VIP Storage, Parker, Colorado) thought the interactive nature of the class helped him put the current



tors involved in the self storage industry—acquisitions, conversions and management turnarounds. The course is based on updated scenarios of actual business transaction cases within the self storage 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 June class and expressed an interest in attending subsequent classes to delve deeper into the financial model and its uses. Recent attendees praise the revamped class:

*Ryan Dickens* (Dickens Properties, Long Beach, California) reports, “The forecasting model was well worth the regis-

climate in perspective: “The interaction with other owners/investors gave a better understanding of challenges the entire industry is facing, not just me as an individual.”

*Louis Gilmore* (Mr. Storage, Philadelphia, Pennsylvania), says: “The class offers a refreshing format for learning, incredible tools, new skills, and increased confidence to make smart decisions.”

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 insights from their considerable experience in the industry. Humphrey developed the financial model used in the class and continues to enhance it for versatility and ease of use.

The program begins Wednesday, November 18, at noon and runs to noon on Friday, November 20. It takes place at the Chaparral Suites Resort, close to many activities and great golf venues including Camelback. Owners

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Investors Course attendees receive a special low lodging rate if they reserve by October 23, or as long as rooms for attendees are available, whichever comes first. Seating is limited, so interested owners and investors should register for the class before October 23 to ensure seating. By special arrangement with the Arizona SSA, AZ SSA members receive the same low registration fees as SSA direct members. Visit [www.selfstorage.org](http://www.selfstorage.org) for details and registration.

### Boost Your Company Training with SSA Conference Recordings and Legal Programs

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 of [selfstorage.org](http://selfstorage.org). Each recording is categorized by topic: facility operations, marketing and sales, legal or construction and development.

For downloadable recordings in synchronized audio/visual mode, visit SSA's Online Store under "Webcasts" for a series of top-quality recorded programs on a variety of legal topics critical to owners, owner/operators, and managers. These one-hour programs by Self Storage Legal Network (SSLN) attorneys Scott Zucker, Esq. and D. Carlos Kaslow, Esq., are available 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. This downloaded content provides access to essential legal information anywhere, anytime, for you and your entire company. The SSLN is available only to SSA members and is one of the best sources available for obtaining industry-related legal information. SSA members have exclusive access to the legal hotline services of the SSLN. SSA direct members also receive six copies of the *Self Storage Legal Review* each year—a detailed newsletter full of legal information and reviews of court decisions as well as legislative initiatives and regulatory actions across the nation.

### SSA Certification (CSSM®) Online Offers Convenience, Savings

Many managers and owner/operators are taking advantage of the savings and convenience of the Managers Course Online and the Manager Certification Program online. The four modules of the former SSA MCC program—operations, sales and HR, financial management, and legal issues—are each available at SSA's Online University in video with streamed slides, manuals, and an interactive self test on each module. The MCO may also be taken in *a la carte* mode by those who are not pursuing certification (see below). Those pursuing certification take the MCO within the online Manager Certification Program, which consists of three optional tracks. Each track contains all

four Managers Course modules, with manuals, self tests and transcripts, as well as six selected management topic sessions with self tests and transcripts. Once the track is completed, participants then complete the final certification exam online. When the final exam is passed, the examinee is issued the Certified Self Storage Manager CSSM® certificate.

CE credits required for CSSM® renewals and current candidates are now all earned online in a wide selection of management topics in streamed audio, slides and accompanying self tests in SSA's Online University. This new source and process for CE credit accrual is more convenient, less costly, and more standardized than the former method, which expired in 2008.

All SSA Online University programs are open for purchase by the general public. Special group registration codes for the CSSM tracks are available for companies that wish to register ten or more. 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 for owners and managers, visit SSA's Online University through the "Education & Events" tab on the left side of the SSA home page at [www.selfstorage.org](http://www.selfstorage.org). ❖

## Upcoming SSA Education Events

The following upcoming 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).

#### October 14 • Self Storage Legal Webcast\*

*Lien Sales of Titled Property: Cars, Boats and RVs*

Hosts: SSA and the Self Storage Legal Network

#### November 11 • Self Storage Legal Webcast\*

*What to Do When You Have a Tenant Loss or Damage Claim*

Hosts: SSA and the Self Storage Legal Network

#### November 18–20 • Scottsdale, Arizona

*Owners and Investors Course*

Host: SSA

\* Live webcasts are for SSA Direct Members and SSA-affiliated state members only. Webcast recordings are available to all in pay-per-download mode in the SSA Online Store. SSA Direct Members receive a discount on downloads.