

# SSA Fall Conference & Trade Show Roundtables

*We have over 30 topics of interest to owners and operators of self storage facilities. Select those where the discussion will benefit you most! We will ring the bell at regular intervals to allow you to “table-hop” and participate in three different table discussions.*

- TABLE 1** **Leveling the Playing Field for Small and Mid-Size Operators** *John Bilton, Centershift*
- TABLE 2** **Turning Your Website Into a Tenant Generating Machine** *Chuck Gordon, SpareFoot, Inc.*
- TABLE 3** **What To Do If You Need To Re-Finance?** *Tony Rider, Locke Acquisition Group, LLC*
- TABLE 4** **“Super-Size” Your Operations the Easy Way!** *Markus Hecker, SMD Software, Inc./SiteLink*
- TABLE 5** **Developing Boat and RV Storage** *Caesar Wright, Mako Steel*
- TABLE 6** **Is Your Rental Agreement Still Current?** *Carlos Kaslow, Self Storage Legal Network*
- TABLE 7** **Renovations, Repairs, Reconfigurations** *Louis Gilmore, Miller Building Systems*
- TABLE 8** **Finding and Hiring for Excellence** *Carol Krendl, SkilCheck Services*
- TABLE 9** **Using The Internet To Reach More Customers** *Casey Huberty, eMove*
- TABLE 10** **What Are Cap Rates, and How Do They Affect The Value Of My Facility?** *Nick Malagisi, Sperry Van Ness*
- TABLE 11** **Up Your Scale: Don’t Miss Out On Prospects** *Phillip Teeters, Chamberlain Access Controls*
- TABLE 12** **How To Spot A Good Market** *Michael Strausser, Economic Consulting Associates*
- TABLE 13** **Financing** *Neal Gussis, Shawn Hill, Devin Huber, The BSC Group*
- TABLE 14** **Increase Retail Profits Now!** *Tony Borysenko, Chateau Products*
- TABLE 15** **Improving Your Net Operating Income** *Robert Chiti, OpenTech Alliance/INSOMNIAC*
- TABLE 16** **Tracking & Managing Your Marketing Program** *Jim DiNardo, J. DiNardo Consulting*
- TABLE 17** **What’s Selling Now?** *Mike Mele, Marcus & Millichap*
- TABLE 18** **Conducting an Effective Operational Review** *Susan Haviland, Haviland Storage Services*
- TABLE 19** **An Online Intervention** *David Palmer and Scott Yamano, Dedicated Media Solutions*
- TABLE 20** **Is That Legal?** *Scott Zucker, Weissmann Zucker Euster Morochnik, P.C., and the Storage Legal Network*
- TABLE 21** **Tenant Insurance** *Jon Vogel, Bader Company*
- TABLE 22** **Should I Charge a Fee To Make a Reservation On My Website?** *Michael J. Harley, Smart Storage Concepts*
- TABLE 23** **Easy Door Replacement Programs** *Ben Riehm, Janus International*
- TABLE 24** **Marketing In a Hard Economy** *Alyssa Quill, Storage Asset Management, Inc.*
- TABLE 25** **Self Storage Brokerage Markets** *John E. Barry, Investment Real Estate LLC*
- TABLE 26** **Environmental Insurance** *Kristine Collins, Ponderosa Insurance Agency, LLC*
- TABLE 27** **Make Marketing Magic On a Mini (Or Average) Budget!** *M. Anne Ballard, Universal Management Company*
- TABLE 28** **Customer Relationship Management (CRM) Software** *Kat Shenoy and Dave Skarzynski, Self Storage Manager (e-SoftSys)*
- TABLE 29** **Online Marketing: What Works, What Doesn’t, and Why?** *Christopher P. Baird, Automatit Inc.*
- TABLE 30** **What To Do When Your Prospect Says “No”** *Tron Jordheim, PhoneSmart*
- TABLE 31** **Increase Income and Occupancy Through Conversions** *Jamie Landau, Trachte*
- TABLE 32** **Breaking Down Online Marketing Avenues: Track What Works!** *Nick Bilava, USstorageSearch.com*