

Charting a New Course

2010 was a year of changes for Hardy Good.

By Tom Comi

When most people retire, it is said metaphorically that they are going to sail away into the sunset. For avid sailor Hardy Good, that sunset has been pushed to the back burner until further notice.

Good, who established the MiniCo Insurance Agency in 1974 and subsequently established the *Mini-Storage Messenger Magazine*, recently sold both groups to New York-based Aran Insurance Services Group. But don't think for a minute that this means he will be taking his French-made Amel 54 sailboat out on the water permanently.

Not only will he continue to serve as an advisor to the board of directors for his former company, but he is also the chairman and CEO of New Empire Ventures. Good oversees the company's storage facilities in Hong Kong (under the name MiniCo Self-Storage) and the further development of facilities in the Far East and around the globe.

Undoubtedly, Hardy Good has left his mark on the self storage industry. In 1974 he developed a new insur-



ance product for customers who rent storage space. Good is especially proud, he says, to have initiated the first program of this type designed specifically for the self storage industry.

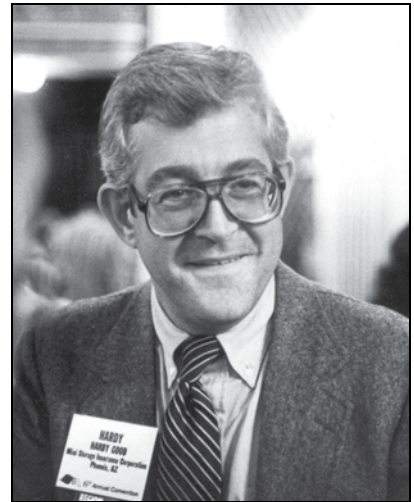
Under Good's direction, MiniCo grew into one of the nation's leading insurance providers for both storage customers and businesses. Mike Schofield, current president and CEO of MiniCo, worked with Good for nine years and said his predecessor focused on keeping customers happy and his employees prepared.

"Hardy believed in the power of quality customer service, teamwork and planning," Schofield said. "He annually had his executive management team complete a tactical plan for the upcoming year. The process included four to five months of grueling team meetings with the finale being a full-day session of presentations. This activity was a great leadership exercise that strengthened our team."

Schofield said Good hired good personnel and then trusted them to follow their instincts.

"Hardy's style of management was to recruit good talent, challenge them with opportunities and then let them do their job," he explained. "As a result of Hardy's leadership approach, a culture existed that molded many leaders within the industry today."

Good's impact is not exclusive to the insurance industry and publishing. He was a founding charter member and past national director of the Self Storage Association, and his service was recognized when he was inducted into the SSA's Self Storage Hall of Fame in 2005.



At this nexus in his impressive career, Hardy Good took some time to consider where he's been and where he's going.

SSA Globe: Why did you decide to sell MiniCo after 36 years?

Hardy Good: It was a combination of personal and financial strategic planning.

SSA Globe: How does it feel to no longer be involved with MiniCo on a daily basis after being the face of the company for so long?

Good: Relieved...and without enough transition time to offer a better answer.

SSA Globe: You are credited with creating customer storage insurance in 1974. How do you feel this revolutionized the storage industry?

Good: Creating a breakthrough to provide insurance for customers fulfilled a need. Today, the storage industry serves millions of customers. That's what makes it revolutionary. Before, there was no insurance available; after, customer insurance is available from several sources.

SSA Globe: What is your proudest business accomplishment over the years?

Good: Providing customers with quality and service by creating "team-

See Good, p. 26

Good, from page 24

work” within the MiniCo executive management staff and crew.

SSA Globe: Where do you see the storage industry in 20 years?

Good: I see it doubling in size worldwide, advanced by demand, design, technology and construction methodology.

SSA Globe: Many people in the storage industry are under the impression you retired. What exactly are you doing now professionally?

Good: I am chairman and CEO of MiniCo Asia, Ltd. We own and operate three MiniCo Self-Storage locations in Hong Kong.

SSA Globe: Tell us about your new company (New Empire Ventures) and your role within the company.

Good: We are expanding self storage in Hong Kong and seeking new



ventures worldwide. New Empire Ventures, Inc., is the U.S. entity that owns MiniCo Asia Ltd, our holding company for Asian operations. I am the 100-percent shareholder, chairman and CEO. I lead, direct, encourage and support Marilyn

Leslie, our chief operating officer, and the rest of our Asian management staff and team.

SSA Globe: What is your personal and professional attachment to Hong Kong?

Good: If it weren't for the people, the food would be the best part! I am attached to the Asian culture, work ethic and future potentials.

SSA Globe: We know you are an avid sailor, so please share with us your love affair with the water.

Good: Five of my buddies and I, as captain, sailed across the Atlantic in December 2008, from Gran Canaria to St. Lucia. We don't talk about "love affairs."

SSA Globe: Do you foresee a time when you will retire completely and make the water your permanent home?

Good: No vision. ❖

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