

Briefly...

■ Hire Right

The SSA has introduced “eTest,” a Web-based screening program that provides self storage owner-operators/hiring managers with real time pre-employment assessment services. The customized eTest will provide a fast, reliable and cost effective means of measuring common-sense traits linked to job behavior. Better hires result in reduced turnover and improved productivity. Each customized facility manager eTest is \$75. Quantity discounts are available. See page 44 for more information.

■ Legislative Achievement

Without the hard work of professionals who took the time to get involved and make a difference, outside influences could have negatively affected your business arena this year. During this month’s Fall Conference & Trade Show the Association will introduce the SSA Legislative Achievement Award, presented to a handful of professionals from around the country who have helped the SSA improve current laws and prevent burdensome regulations during 2009.

■ Jackson Hole

It’s the SSA Executive Ski Workshop location that you’ve been asking for: Jackson Hole, Wyoming. Join your self storage colleagues for unparalleled education, skiing and relaxation at the beautiful Hotel Terra, January 25–28, 2010. This will be the 24th year for the popular event. Visit www.selfstorage.org for more information.



SSA Foundation Scholarship to Help Industry Employees and Their Families

By Tim Dietz – SSA VP, Communications & Government Relations

To most this may seem to be a particularly challenging time to seek volunteer contributions for a new program. The country is in the midst of a frustrating recession, disposable income is marginalized in most households and volunteer contributions for charities are struggling to keep pace with past benchmarks.

The members of the SSA Foundation board of governors say that is precisely why this is the right time to introduce a new effort to help families of self storage professionals. This month at the SSA Fall Conference & Trade Show in Las Vegas, the members of the board, including chairwoman Carlyn Paterson, will announce the SSA Foundation Scholarship Program. They will discuss their plans during the Foundation Forum portion of the conference, taking place Friday, September 11 at Caesars Palace.

The SSAF Scholarship Program will provide financial aid toward college or trade school tuition in the form of grants to employees, or relatives of employees, of self storage companies or vendor companies that serve the industry. Eligible companies must be members of the Self Storage Association.

“The self storage industry is ripe with generous and active professionals who together, through the Self Storage Association Foundation, wish to give something back to their community,” said Paterson of A-American Self Storage in Los Angeles, California. Paterson has participated in SSA activities for more than 20 years and was a charter member of the SSA Foundation board of governors three years ago. She believes that a scholarship program meant to support current self storage workers, and their families, is the next logical step for the Foundation.

“The SSAF board of governors encourages members of the self storage community to support this new and important program that will help these individuals and ultimately chart the course for the future of the self storage industry for many years to come,” she said.

The scholarship awards will take the form of grants provided to support a portion of tuition and other related costs of college or trade schools. The number of scholarships and the amount of the grants will be determined by

See Scholarship, page 28

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Scholarship, from page 4

total contributions made during a given year. Contributors will be recognized at SSA events, through the *SSA Globe* magazine and through other Association outreach. At the conference in September the Foundation board will unveil its Scholarship Capital Campaign with different donor levels.

According to SSA board chairman Bob Schoff, the full SSA board of directors has considered and given its backing to the scholarship program. "Employees of self storage companies not only support the goals of their organizations, they also make up the fabric of what has become a widespread, robust industry. Encouraging the academic and professional development of these individuals is smart business because it rewards hard work, fosters loyalty and promotes an educated workforce," he said.

Past SSA president (now termed chairman) Bill Kenney is also a member of the Foundation board. Kenney, the owner of San Mateo, California-based All American Self Storage and other facilities in the Bay area, says that this is a natural extension of the Association's benefits.

"The Self Storage Association has had a long history of freely helping one another to improve our businesses. I am pleased to see that we are now expanding that tradition through the new SSA Foundation's scholarship program, which will provide financial aid for the education of our employees and their families. I have made my pledge and invite others to join in this investment for the future," he said.

The SSAF Scholarship Program is open to U.S. citizens (or their family members) who are professionals within the self storage industry who meet certain eligibility requirements. It has been developed as a need-based scholarship program and not tied solely to academic performance. This scholarship will take academics into account, but the primary criterion for qualification is demonstrating financial need. Eligibility requirements also include a demonstration of integrity within school and/or the workplace and documented pursuit of education at an accredited institution or trade school. The full list of eligibility requirements, pledge forms and scholarship applications will be available beginning in September.

Introduced in 2006, the Self Storage Association Foundation is the 501(c)(3) arm of the national Self Storage Association (SSA). Its mission is to provide timely, accurate industry information, communication and exceptional educational experiences for SSA members and owner/operators and investors across the United States and in affiliated nations. Areas of the Association that already fall under the umbrella of the SSA Foundation include the educational programs, the Foundation Forum sessions at each conference and the *SSA Globe* magazine. ❖



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