

# Appreciating the Contributors

By Michael Riva – SSA Board Chairman

## SSA STAFF

**MICHAEL T. SCANLON JR.**  
President & CEO  
mscanlon@selfstorage.org

**TIMOTHY J. DIETZ**  
Sr. Vice President  
Communications & Gov't Relations  
tdietz@selfstorage.org

**MIKE BLACKETT**  
Vice President  
Operations  
mblackett@selfstorage.org

**DEREK KNIGHTS**  
Vice President  
Finance & Administration  
dknights@selfstorage.org

**GINNY A. STENDEL**  
Vice President  
Member Services  
gstengel@selfstorage.org

**TOM COMI**  
Director, Advertising Sales  
tcomi@selfstorage.org

**JENNIFER L. PETTIGREW**  
Director, Registration,  
Vendor & Sponsorship Relations  
jpettigrew@selfstorage.org

**D. CARLOS KASLOW, ESQ.**  
General Counsel  
ckaslow@selfstorage.org

**LAUREN WILLIAMS**  
Executive Administrative Assistant  
lwilliams@selfstorage.org

**JOHN DUNLAP**  
SSA Globe Associate Editor  
jdunlap@selfstorage.org



The Fall Conference and Trade Show is the biggest event for your national Self Storage Association, bringing together small operators, large companies and vendors from every corner of the industry. For those of you who haven't joined us at Caesar's Palace for our annual gathering, you're missing out on the year's best opportunity to learn the latest developments, network and enjoy some time in America's playground—Las Vegas.

In addition to the business and fun, the conference also offers the best occasion of the year for us to recognize the hard work and dedication of many deserving individuals who have been an integral part of our industry. Each year since 2005, the SSA Board of Directors, with the help of the SSA Foundation Board of Governors, have honored the men and women who established and fostered this sector through its early years. Over the past six years an exclusive group of 24 Self Storage Hall of Famers have been recognized for their dedication to business and volunteer activities that have bettered the industry.

On September 8, three more individuals will be so honored, each having uniquely influenced the growth and well-being of this budding real estate sector. Two of them, Ron Boorstein and Robert Soudan, Sr., hail from the Chicago region. Ron opened his first self storage facility in 1982, was credited with many advancements in operational and legal standards as the industry developed, and served as the SSA's president for two consecutive terms. Bob Soudan attended the first SSA conference in 1975 and subsequently developed 55 Lock Up Self Storage properties that became the benchmarks for high-end suburban facilities. He also served as president of the SSA during the 1980s. Joining them will be Michael Schoff, who opened his first facility in 1973 in the Tuscon area. Michael showed a knack for financing, earning National Self Storage a rating by Standards & Poors, a first for the industry.

I'd also like to take this opportunity to share my appreciation for one individual whose expertise and hard work made an indelible difference for this association. Martha Morrison, the SSA vice president of Meetings & Trade Shows, retired earlier in the year. Martha joined the Association in 1995 and provided tremendous leadership and seamless support for anyone attending, exhibiting or speaking at an SSA event. She established a professional standard in hospitality and program management that will be sorely missed.

This year in Las Vegas we will also be recognizing three individuals who shepherded new laws through the slippery legislative process in their respective states during 2011. Tremendous gains were made that will save the self storage industry significantly for many years to come because of the foresight and hard work of Hank Saipe, of the Colorado SSA; Travis Morrow of the Nevada SSA; and Sherry Cole of the Tennessee SSA. If you manage facilities in these states, it won't be long before you see significant savings during the lien process.

Finally, the Association says goodbye to immediate past chairman Tracy Taylor, who has served on the SSA Board of Directors since 2005. As has been the case with all Associations over the past few years, it has taken some pretty crafty leadership to maintain a positive and progressive focus for this organization. If you see Tracy during your week in Las Vegas, please stop and thank him for his many days of volunteer support of the self storage industry. ❖