

Agenda-at-a-Glance

WEDNESDAY, SEPT. 29

8-10 a.m.	La Galeries 6 EXCELLING IN YOUR SELF-STORAGE OPERATION <i>Brad North, Advantage Consulting & Management</i> <i>(Separate registration required.)</i>		
	TRACK 1 Facility Marketing & Sales	TRACK 2 Day-to-Day Operation & Facility Management	TRACK 3 Construction, Development, Real Estate & Finance
	La Galeries 3	La Galeries 2	La Galeries 4 & 5
9-9:50 a.m.	Is Your Facility's Online Activity Delivering Results? Tools to Measure Your Web-Marketing Performance <i>Mario Feghali, SpareFoot.com</i>	The Human Side of Facility Value: How the Self-Storage Owner and Manager Impact the Bottom Line <i>Stuart Wade and Tom Nicholson III, AAAA Self Storage Management Group</i>	Green Development for Self-Storage: A Case Study <i>Charles Plunkett, Capco Steel Inc.</i>
	Overcoming Competition in a Cutthroat Environment <i>John Traver, XPS Solutions</i>	Providing Tenant Insurance: Programs, Benefits and Tips for Self-Storage Operators <i>Christy Lewis, Bader Co.</i>	If You Build It, Will They Still Come? Self-Storage Feasibility <i>Jim Chiswell, Chiswell & Associates LLC</i>
11-11:50 a.m.	Marketing About Town: Building Rapport With Local Businesses and the Community <i>Tom Litton, Litton Property Management Inc.</i>	Effective Collections Techniques: Controlling Self-Storage Delinquencies <i>Bob Copper, Self Storage 101</i>	Self-Storage Valuation 101: Understanding What Your Facility Is Really Worth <i>Charles Ray Wilson, Self Storage Data Services Inc.</i>
12-12:50 p.m.	LUNCH BREAK		
1-1:50 p.m.	Secrets of Search-Engine Optimization (SEO) <i>Eric Shanfelt, eMedia Strategist</i>	Rental-Rate Management: How Owners and Managers Can Create More Revenue From Existing Inventory <i>Stephan and Tammy Ross, Cutting Edge Self Storage Management & Consulting</i>	Building Alternatives: Self-Storage Conversions and Mixed-Use Development <i>Jamie Lindau, Trachte Building Systems</i>
	Internet Power Marketing: The How of Online Brand Expansion <i>Brandon Braud, upickstorage.com</i>	The Top Legal Threats Your Self-Storage Business Will Face in 2011 <i>Jeffrey Greenberger, Katz, Greenberger & Norton LLP</i>	The Three Greatest Risks to Your Facility Value and How to Overcome Them <i>Ben Vestal, Argus Self Storage Sales Network</i>
3-3:50 p.m.	Powerful Selling Techniques for Higher Self-Storage Profit <i>Brad North, Advantage Consulting & Management</i>	Self-Storage Facility Maintenance: Checklists for Saving Money and Preventing Problems <i>Mel Holsinger, Professional Self Storage Management LLC</i>	An Overview of Self-Storage Property Financing and the Transaction Market <i>Neal Gussis, The BSC Group, Shawn Hill, The BSC Group, Marc Boorstein, MJ Partners Real Estate Services, Wayne Johnson, Strategic Storage Trust Inc.</i>
4-5:30 p.m.	Mardi Gras Ballroom, Salon D SELF-STORAGE Q&A <i>Moderated by Jim Chiswell, Chiswell & Associates LLC, and Mel Holsinger, Professional Self Storage Management LLC</i>		
5:30-7:30 p.m.	Grand Ballroom EXHIBIT HALL OPEN/COCKTAIL RECEPTION <i>Sponsored by Self-Storage Talk</i>		

THURSDAY, SEPT. 30

8-10 a.m.	Mardi Gras Ballroom, Salon D TECHNOLOGY MARKETPLACE		
	TRACK 1 Facility Marketing & Sales	TRACK 2 Day-to-Day Operation & Facility Management	TRACK 3 Construction, Development, Real Estate & Finance
	<i>La Galeries 3</i>	<i>La Galeries 2</i>	<i>La Galeries 4 & 5</i>
8-8:50 a.m.	Self-Storage and Internet Yellow Pages: Making the Most of Online Local Search <i>Randy Hatch, Michaels Wilder</i>	Lien Collections: Working With an Agency to Maximize Recovered Rent <i>Richard Harmon, Federated Collection Bureau</i>	Doing the Due Diligence: Realizing the Full Potential of Your Self-Storage Investment <i>Benjamin Burkhart, BKB Properties</i>
9-9:50 a.m.	How to Buy Advertising and Create Effective Promotional Materials <i>Bob Copper, Self Storage 101</i>	Money Isn't Everything: Manager Compensation and Incentives <i>Linnea Appleby, PDQ Management Solutions Inc.</i>	Designing and Renovating a Self-Storage Facility for Solar Sustainability <i>Bob Hayworth and Matthew Harrison, Baja Construction Co.</i>
10-10:50 a.m.	Marketing From the Right Side of the Brain: Developing Skills for Creativity and Innovation <i>John Roser, USA Storage Resource</i>	Managing Self-Storage Managers: Creating Sales Effectiveness and Building Confidence <i>Kenny Pratt, Crescendo Properties Inc.</i>	Assembling a Design and Construction Team: Ensuring the Best Self-Storage Project You Can Build <i>Bruce McCardle and Caesar Wright, Mako Steel Inc.</i>
11-11:50 a.m.	Champagne Marketing at Grape-Juice Expense: Low-to No-Cost Marketing Ideas You Can Implement Today <i>Stacie Maxwell, Universal Management Co.</i>	Self-Storage Insurance: Managing Coverage, Claims and General Business Risk <i>Randy Tipton, Universal Insurance Facilities Ltd.</i>	Assembling a Self-Storage Loan Package: Instructions Step by Step <i>Georgia Ragsdale, Best American Financial Services LLC</i>
10 a.m.-2 p.m.	La Galeries 6	LEGAL LEARNING LIVE <i>Jeffrey Greenberger, Katz, Greenberger & Norton LLP</i> (Separate registration required.)	
Noon-5 p.m.	Grand Ballroom	EXHIBIT HALL OPEN Buyers & Sellers Meetings on Exhibit Hall Floor	

FRIDAY, OCT. 1

8 a.m.-Noon	La Galeries 2	MANAGEMENT WORKSHOP <i>Mel Holsinger, Professional Self Storage Management LLC</i> (Separate registration required.)
9-10 a.m.	La Galeries 4 & 5	ROUNDTABLE DISCUSSIONS
10 a.m.-4 p.m.	La Galeries 6	DEVELOPERS SEMINAR <i>RK Kliebenstein, Coast-To-Coast Storage</i> (Separate registration required.)
Noon-6 p.m.	La Galeries 3	MARKETING AND SALES BOOT CAMP <i>Tom Litton, Litton Property Management Inc.</i> (Separate registration required.)

* Agenda/speakers subject to change. The views expressed by speakers are not necessarily those of Virgo Publishing.

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