

MONDAY, MARCH 1				
	Track 1	Track 2	Track 3	Track 4
	<b>Facility Marketing &amp; Sales</b> <i>Location: Champagne 1-2</i>	<b>Day-to-Day Facility Management</b> <i>Location: Champagne 3-4</i>	<b>Finance, Insurance &amp; Legal Issues</b> <i>Location: Versailles 1-2</i>	<b>Construction, Development &amp; Green Initiatives</b> <i>Location: Versailles 3-4</i>
9-9:50 a.m.	<b>How to Use the Internet to Build Your Self-Storage Business: An Overview</b> <i>Eric Shanfelt, Virgo Publishing LLC</i>	<b>From Drab to Fab: Reinventing an Older Self-Storage Business</b> <i>Linnea Appleby, PDQ Management Solutions</i>	<b>Assembling a Loan Package That Attracts Dollars and Approvals</b> <i>Georgia Ragsdale, Best American Financial Services LLC</i>	<b>The Lowdown on Going Up: Building Multi-Story Self-Storage</b> <i>Caesar Wright, Mako Steel Inc.</i>
10-10:50 a.m.	<b>Clever Marketing to the Generations: Boomers, Xers and Millennials</b> <i>Paul Wills, Michaels Wilder, Sherri Elliot, Gen InsYght</i>	<b>Boost Your Business: Managing Rates, Staff and Costs</b> <i>Stephan and Tammy Ross, Cutting Edge Self Storage Management &amp; Consulting</i>	<b>Using Insurance to Maximize Profit and Minimize Expenses</b> <i>Larry Friedman, Bader Co.</i>	<b>Conducting a Self-Storage Feasibility Study: A Checklist for Success</b> <i>Jim Chiswell, Chiswell &amp; Associates LLC</i>
11-11:50 a.m.	<b>Social-Media Mastery for Self-Storage Operators</b> <i>Derek Naylor, Storage Marketing Solutions</i>	<b>Using the Internet to Streamline Your Self-Storage Operation</b> <i>Sean Cargo, QuikStor Security &amp; Software</i>	<b>What's Your Facility Worth? Operating Performance Levels and Valuation Trends</b> <i>Ray Wilson, Self Storage Data Services Inc.</i>	<b>Now Is the Time to Build Self-Storage: Taking Advantage of a Down Economy</b> <i>Bruce McCardle, Mako Steel Inc.</i>
Noon-12:50 p.m.	<b>Lunch Break</b>			
1-1:50 p.m.	<b>Building a Self-Storage Website and E-Mail Database</b> <i>Stacie Maxwell, Universal Management Co., Christopher Baird, Automatit Inc.</i>	<b>Analyze and Minimize Self-Storage Expenses</b> <i>Mel Holsinger, Professional Self Storage Management</i>	<b>If I Mess Up My Lien Sale, So What? Avoiding Common Pitfalls</b> <i>Jeffrey Greenberger, Katz, Greenberger &amp; Norton LLP</i>	<b>Creating the Most Effective Site Design and Self-Storage Layout</b> <i>Jamie Lindau, Trachte Building Systems</i>
2-2:50 p.m.	<b>Igniting Self-Storage Profit Through Super Sales</b> <i>Brad North, Advantage Consulting &amp; Management</i>	<b>From Mediocre to Magnificent: The Making of a Motivated Manager</b> <i>John Roser, USA Storage Resource</i>	<b>The Capital Markets: What's On the Horizon for Self-Storage?</b> <i>Neal Gussis, The BSC Group</i>	<b>Making Money With Self-Storage Conversions</b> <i>Andrew Hyde, Self Storage Affiliates</i>
3-3:50 p.m.	<b>Cost-Effective Marketing Strategies for Self-Storage</b> <i>Brad North, Advantage Consulting &amp; Management</i>	<b>Tenant Screening, Crime Prevention and Dealing With the Media</b> <i>Anne Ballard, Universal Management Co.</i>	<b>Managing Your Financial Future: Credit Markets and Exit Strategies</b> <i>Neal Gussis (Moderator), The BSC Group, Marc Boorstein, MJ Partners Real Estate Services, Shawn Hill, The BSC Group, John Gilliland, Investment Real Estate LLC</i>	<b>Self-Storage Acquisitions: Affordable Deal Structures for Today's Economy</b> <i>Scott Meyers, Self Storage Profits Inc.</i>
4-5:30 p.m.	<b>Self-Storage Open Forum and Q&amp;A</b> <i>Location: Champagne 1-2</i>			
5:30-6:30 p.m.	<b>Roundtable Discussions</b> <i>Location: Champagne 3</i>			
TUESDAY, MARCH 2				
8-10 a.m.	<b>Technology Marketplace: Internet, Software and Security</b> <i>Location: Champagne 2</i>			
10 a.m.-2 p.m.	<b>Legal Learning Live</b> <i>Jeffrey Greenberger, Katz, Greenberger &amp; Norton LLP (Separate registration required.) Location: Burgundy</i>			
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	<b>Facility Marketing &amp; Sales</b> <i>Location: Champagne 3-4</i>	<b>Day-to-Day Facility Management</b> <i>Location: Versailles 1-2</i>	<b>Finance, Insurance &amp; Legal Issues</b> <i>Location: Versailles 3-4</i>	<b>Construction, Development &amp; Green Initiatives</b> <i>Location: Champagne 1</i>
8-8:50 a.m.	<b>Maximizing Free Online Advertising Opportunities for Self-Storage</b> <i>David Wolf, National Yellow Pages Media/YellowWord Interactive</i>	<b>Working With a Third-Party Management Company: Pros and Cons</b> <i>Jim Stevens (Moderator), Extra Space Storage, Maurice Pogoda, Pogoda Management Co., Linnea Appleby, PDQ Management Solutions, Mel Holsinger, Professional Self Storage Management</i>	<b>Ready to Sell Your Storage Property? The Prep Behind the Sale</b> <i>Ben Vestal, Argus Self Storage Sales Network</i>	<b>Solar Technology 101: Incentives, Rebates and Feed-In Tariffs</b> <i>Robin Heuer and Matt Harrison, iParkSolar, Bob Hayworth, Baja Construction Inc.</i>
9-9:50 a.m.	<b>Making the Most of Community Events and Grassroots Marketing</b> <i>Tom Litton, Litton Property Management Inc.</i>	<b>Conducting an Effective Self-Storage Audit</b> <i>Bob Copper, Self Storage 101</i>	<b>Self-Storage Insurance: An Overview of Critical Coverages</b> <i>Randy Tipton, Universal Insurance Facilities Ltd.</i>	<b>Using Solar in Self-Storage: An Economic Model for Optimizing Your Site and Maximizing Your Investment</b> <i>Robin Heuer and Matt Harrison, iParkSolar, Bob Hayworth, Baja Construction Inc.</i>
10-10:50 a.m.	<b>Self-Storage Sales: Keys for Converting Leads to Rentals</b> <i>Nick Bilava and Brian Bremer, USStorageSearch.com</i>	<b>Own It! How Self-Storage Managers Can Step Up Their Role in the Business</b> <i>Gina Six Kudo, Cochrane Road Self Storage</i>	<b>Creating Profit and Peace of Mind With Self-Storage Tenant Insurance</b> <i>Harry Sleighel and David Rose, Storage Property Protection</i>	<b>Green Building Certification for Self-Storage Builders</b> <i>Buster Owens, The Rabco Corp.</i>
11-11:50 a.m.	<b>Overcoming Competition: Four Secrets Used by Top Companies</b> <i>John Traver, XPS Solutions</i>	<b>Self-Storage Facility Maintenance: A Competitive Edge</b> <i>Patt Carlson and Maurice Pogoda, Pogoda Management Co.</i>	<b>Dealing With Tenant or Corporate Bankruptcy</b> <i>Scott Frank, Arnstein &amp; Lehr LLP</i>	<b>Going Green: Creating an Onsite Recycling Center</b> <i>Barry Keyes, Coastal Recycling Centers</i>
Noon-5 p.m.	<b>Exhibit Hall Open</b> <i>Location: Paris Ballroom</i>			
5-6:30 p.m.	<b>Cocktail Reception</b> <i>Co-Sponsored by Damato Associates, Janus International and Mako Steel Inc. Location: Champagne Ballroom</i>			
WEDNESDAY, MARCH 3				
8-9 a.m.	<b>Buyers &amp; Sellers Meeting</b> <i>Location: Champagne 1</i>			
8 a.m.-Noon	<b>Management Workshop</b> <i>Joe Niemczyk, Executive Self Storage Associates Inc. (Separate registration required.) Location: Champagne 2</i>			
9 a.m.-Noon	<b>Expo Hall Open</b> <i>Location: Paris Ballroom</i>			
Noon-6 p.m.	<b>Marketing and Sales Boot Camp</b> <i>Tom Litton, Litton Property Management Inc. (Separate registration required.) Sponsored by LocalBizNOW.com Location: Champagne 3-4</i>			
Noon-6 p.m.	<b>Developers Seminar</b> <i>RK Klibenstein, Coast-To-Coast Storage Co-Sponsored by Chamberlain Access Solutions and Inside Self-Storage (Separate registration required.) Location: Versailles 1</i>			
Noon-1:45 p.m.	<b>Bonus Session offered by Self Storage Profits Inc. How to Buy Class-C Facilities</b> <i>Scott Meyers, Self Storage Profits Inc. Location: Burgundy</i>			