

# Agenda-at-a-Glance

## MONDAY, MARCH 14

Concurrent Education Program				
Facility Marketing & Sales	Day-to-Day Operation & Facility Management	Construction, Development, Real Estate & Finance	Technology	
Champagne 1	Champagne 4	Versailles Ballroom	Concorde C	
9-9:50 a.m.	<b>Creating a Mindset for Business Growth</b> <i>John Traver, XPS Solutions LLC</i>	<b>Tips for Hiring, Training and Evaluating Self-Storage Employees</b> <i>Joe Niemczyk, Executive Self Storage Associates Inc.</i>	<b>Is Now the Time to Build or Buy? Project Feasibility for Self-Storage</b> <i>Jim Chiswell, Chiswell &amp; Associates LLC</i>	<b>Using Interactive Technology and Social Media to Generate Leads and Improve Marketing Presence</b> <i>Randy Hatch and Stacey Shaw, Michaels Wilder; Renae White, AT&amp;T</i>
10-10:50 a.m.	<b>Creative Self-Storage Marketing: Real-Life Case Studies</b> <i>Carl Touhey and Jason Allen, Performance Self Storage Group</i>	<b>Conflict in the Workplace: Dealing With Difficult Tenants and Co-Workers</b> <i>Tron Jordheim, PhoneSmart</i>	<b>Self-Storage Facility Valuation: Understanding the Worth of Your Investment</b> <i>Charles Ray Wilson, Self Storage Data Services Inc.</i>	<b>Self-Storage Software and Security: Evaluating Options, Maximizing Products</b> <i>Moderator: Mel Holsinger, Professional Self Storage Management LLC</i> <i>Panelists: Stephan Ross, Cutting Edge Self Storage Management; John Hinkley, Storage Depot</i>
11-11:50 a.m.	<b>Design-It-Yourself Marketing: Printable Promos for Self-Storage</b> <i>John Roser, USA Storage Resource</i>	<b>Revising Your Rental Agreement: Important Changes for 2011</b> <i>Jeffrey Greenberger, Katz, Greenberger &amp; Norton LLP</i>	<b>Creating the Most Effective Site Design and Layout for Self-Storage</b> <i>Jamie Lindau, Trachte Building Systems</i>	
Noon-12:50 p.m.	<b>Lunch Break</b>			
1-1:50 p.m.	<b>Free Ways to Get Self-Storage Tenants Online</b> <i>Mario Feghali and Chuck Gordon, SpareFoot.com</i>	<b>Lien Sales: Understanding a Facility's Legal Liabilities</b> <i>Scott Zucker, Weissmann Zucker Euster Morochnik PC</i>	<b>Buying Self-Storage and Conducting Due Diligence</b> <i>RK Kliebenstein, Coast-To-Coast Storage</i>	<b>Self-Storage Technology: The Mobile Transition</b> <i>Aaron Warnock and Kim Evered, G5</i>
2-2:50 p.m.	<b>Effective Self-Storage Sales Skills</b> <i>Brad North, Advantage Consulting &amp; Management</i>	<b>Is the Boogieman in the Closet? Storage Auction Myths vs. Realities</b> <i>Lance Watkins, StorageTreasures; Dan Dotson, Storage Treasures, and auctioneer of A&amp;E 'Storage Wars'</i>	<b>Self-Storage: State of the Industry 2011</b> <i>Christian Sonne and Greg Wells, Self Storage Industry Group of Cushman &amp; Wakefield</i>	<b>New Technological Tools: Automation, Sales and Operational Support</b> <i>Moderator: Tron Jordheim, PhoneSmart</i> <i>Panelists: J.E. (Jay) Wallace, Monster Self Storage; Stuart Wade, AAAA Self Storage; Matt Van Horn, Cutting Edge Self Storage Management</i>
3-3:50 p.m.	<b>Take the Mystery Out of Mystery Shopping</b> <i>Lori Niemczyk, A Top Shop!</i>	<b>Tornadoes, Fires and Storms ... Oh My! What to Do Before and After a Disaster</b> <i>Jonathon Vogel, Bader Co.</i>	<b>The Self-Storage Investment Transaction Marketplace</b> <i>Moderator: John Gilliland, Investment Real Estate</i> <i>Panelists: Marc Boorstein, MJ Partners Real Estate Services; Shawn Hill, The BSC Group; Neal Gussis, The Corvus Group</i>	
2-3 p.m.	Bordeaux	<b>Wounded Warrior Outdoors: How You Can Help</b> <i>Presented by Ron Raboud, Founder, Wounded Warrior Outdoors Inc. and Rabco Corp.</i>		
4-5:30 p.m.	Champagne 1-2	<b>Self-Storage Q&amp;A</b> <i>Presented by Jim Chiswell, President, Chiswell &amp; Associates LLC, and Mel Holsinger, President, Professional Self Storage Management LLC</i>		
5:30-6:30 p.m.	Versailles Ballroom	<b>Roundtable Discussions</b>		

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## TUESDAY, MARCH 15

8-10 a.m.	Champagne 2	<b>Technology Marketplace</b>		
		<b>Concurrent Education Program</b>		
	<b>Facility Marketing &amp; Sales</b>	<b>Day-to-Day Operation &amp; Facility Management</b>	<b>Construction, Development, Real Estate &amp; Finance</b>	<b>Hot Picks</b>
	Champagne 4	Versailles 1	Versailles 4	Concorde C
8-8:50 a.m.	<b>Demystifying SEO: Understanding and Applying It to Self-Storage Marketing</b> <i>Brandon Honeycutt, Storage Marketing Strategies</i>	<b>Curb Appeal Is King: Self-Storage Facility Maintenance and Renovation</b> <i>Andrew Fawcett, Accent Building Restoration Inc.</i>	<b>Boat and RV Storage: Developing and Constructing Buildings for This Profitable Niche</b> <i>Caesar Wright, Mako Steel Inc.</i>	<b>Meeting Monthly Income Goals: Creative Techniques for Self-Storage Collections, Sales and Auctions</b> <i>Anne Ballard, Universal Management Co.</i>
9-9:50 a.m.	<b>Motivating Staff to Embrace Sales: Units and Retail Product</b> <i>Kenny Pratt, Crescendo Properties</i>	<b>Critical Insurance Coverages for Self-Storage</b> <i>Randy Tipton, Universal Insurance Facilities Ltd.</i>	<b>Solar Self-Storage 101: Technology, Costs, Financial Incentives and More</b> <i>Bob Hayworth and Matt Harrison, Baja Construction Co.</i>	<b>Cash Isn't Always King: Manager Compensation and Incentives</b> <i>Linnea Appleby, Storkwik Self Storage</i>
10-10:50 a.m.	<b>Community Marketing for Self-Storage: Embracing Grassroots Strategies</b> <i>Tammy Ross, Cutting Edge Self Storage Management</i>	<b>Getting Rid of the Self-Storage 'Discount Disease'</b> <i>RK Kliebenstein, Coast-To-Coast Storage</i>	<b>Buying Distressed Self-Storage Facilities: The Basics of REOs, Foreclosures and Short Sales</b> <i>Scott Frank, Law Offices of Scott A. Frank P.A.</i>	<b>Using SBA Financing for Self-Storage</b> <i>Georgia Ragsdale, Best American Financial Services LLC</i>
11-11:50 a.m.	<b>Providing Supreme Customer Service in Self-Storage</b> <i>Tom Litton, Litton Property Management Inc.</i>	<b>Choosing a Self-Storage Tenant-Insurance Program</b> <i>Harry Sleightel and Matt Schaller, Storage Property Protection</i>	<b>A Guide to Selling Self-Storage in Today's Real Estate Market</b> <i>Ben Vestal, Argus Self Storage Sales Network Inc.</i>	<b>Building a Powerful Online Presence: Making the Web Work for Self-Storage</b> <i>Scott Jensen, Extra Space Storage Inc.</i>
10 a.m.-2 p.m.	Champagne 1	<b>Legal Learning Live</b> <i>Presented by Jeffrey Greenberger, Partner, Katz, Greenberger &amp; Norton LLP (Separate registration required.)</i>		
Noon-5 p.m.	Paris Ballroom	<b>Exhibit Hall Open</b>		
5-6:30 p.m.	Champagne Ballroom	<b>Cocktail Reception</b> <i>Sponsored by XPS Solutions</i>		
6:30-7:30 p.m.	Versailles 4	<b>Nevada Self Storage Association Open Meeting: Members &amp; New Recruits</b>		

## WEDNESDAY, MARCH 16

8-9 a.m.	Versailles 4	<b>Buyers &amp; Sellers Meeting</b>
8 a.m.-Noon	Champagne 1	<b>Management Workshop</b> <i>Presented by Mel Holsinger, President, Professional Self Storage Management LLC (Separate registration required.)</i>
9 a.m.-Noon	Paris Ballroom	<b>Exhibit Hall Open</b>
10-10:50 a.m.	Versailles 1	<b>Vendor Presentation by Extra Space Storage Inc.</b>
Noon-5 p.m.	Versailles 1	<b>Developers Seminar</b> <i>Presented by RK Kliebenstein, President, Coast-To-Coast Storage (Separate registration required.)</i>
12:30-3:30 p.m.	Champagne 4	<b>Online Marketing Workshop</b> <i>Presented by Eric Shanfelt, President, eMedia Strategist (Separate registration required.)</i>