



Agenda-at-a-Glance

WEDNESDAY, MARCH 14

OPENING SESSION				
8-8:50 a.m.	Champagne 3 & 4 A View From the Top: Self-Storage Leaders Discuss Operational Challenges in 2012 Moderator: Jim Chiswell, Chiswell & Associates LLC Panelists: Cris Burnam, StorageMart; Jack Rogers, Sovran Self Storage Inc.; Carol Shipley, CubeSmart; Daniel "Skip" Elefante, Platinum Storage Group and Storage Direct; Jim Stevens, Extra Space Storage			
CONCURRENT TRACKS				
FACILITY MARKETING	DAY-TO-DAY OPERATION & FACILITY MANAGEMENT	LEGAL & INSURANCE	CONSTRUCTION & DEVELOPMENT	
Concorde A	Concorde B	Concorde C	Champagne 3 & 4	
9-9:50 a.m.	Experiment for Online Success: The Science of Pay-Per-Click Advertising Craig Barrett SpareFoot.com	Mastering the Art of Self-Storage Collections Bob Copper Self Storage 101	How to Turn Your Tenant-Insurance Program Into a Manager-Motivation Program Matt Schaller and Harry Sleighel Storage Property Protection	Self-Storage Feasibility Due Diligence: It's a Requirement, Not an Option Jim Chiswell Chiswell & Associates LLC
10-10:50 a.m.	Mass Media = Massive Results: A Case Study and 'How to' Session for Self-Storage Operators Randy Smith Another Closet Self Storage	Great Customer Service in Self-Storage: How to Quit Discounting and Greatly Improve Profit M. Anne Ballard Universal Management Co.	Protecting Your Assets: Avoiding Lawsuits, Saving on Taxes and Preparing for Business Succession Larry Oxenham American Society for Asset Protection	Going Vertical in Self-Storage: Multi-Story Construction Caesar Wright Mako Steel Inc.
11-11:50 a.m.	The Great Debate: Mass Media vs. Web Marketing in Self-Storage Moderator: Joe Niemczyk Executive Self Storage Associates Panelists (in alpha order): Tron Jordheim, PhoneSmart Jason Lopez, US Storage Centers Derek Naylor, Storage Marketing Solutions Kenny Pratt, Crescendo Properties Inc. Randy Smith, Another Closet Self Storage	Pest-Management Practices in Self-Storage Mark Sheperdigian Rose Pest Solutions	Managing Your Self-Storage Auctions Scott Zucker Weissmann Zucker Euster Morochnik P.C.	A Love Affair With Retrofitting: Self-Storage Conversions Lewis Pollack StoreSmart Development LLC
Noon-1 p.m.	Lunch Break			
1-1:50 p.m.	Sure-Fire Marketing Strategies to Ensure Prospects Conclude, 'I'd Have to Be a Moron to Store With Anyone But You!' Derek Naylor Marketing Storage Solutions	10 Things You Should Be Doing Now in Regard to Self-Storage Technology and Software Matthew Van Horn and James Ross Cutting Edge Self Storage Management	Self-Storage Insurance Coverage and Limits: Avoiding Loss and Liability Randy Tipton, Universal Insurance Facilities Ltd. Tim Healy, Deans and Homer	Solar Self-Storage 101: Technology, Costs, Financial Incentives and More Bob Hayworth, Baja Construction Co. Robin Heuer, Elevated Solar
2-2:50 p.m.	People Are Finding Your Self-Storage Facility Online ... Here's How to Convert Them Into Renters Nick Bilava Usstoragesearch.com Christopher Barid, Automatit	Creating an Internal Social Network to Make Every Employee as Good as Your Best Stacey Shaw and Megan Stanish Michaels Wilder	I Can Get in Trouble for That? Common Legal Pitfalls for Self-Storage Operators Jeffrey Greenberger Katz Greenberger & Norton LLP	Self-Storage Development: Step by Step James Bratton MST Constructors
3-3:50 p.m.	Tactics for Acquiring Self-Storage Customers Through Social Media Kenny Pratt Crescendo Properties Inc.	Creative Strategies for Increasing Your Bottom Line: Self-Storage Case Studies Carl Touhey and Jay Allen Performance Self Storage Group Inc.	Legal Q&A Jeffrey Greenberger Katz Greenberger & Norton LLP	OPEN PANEL DISCUSSION International Summit Moderator: RK Kleibenstein, Metro Self Storage Panelists (in alpha order): Dallas Dogger, Centreforce IT Pty. Ltd. (Australia) Claudia Felgueres, Practibodegas (Mexico) Marilyn Leslie, MiniCo Asia Ltd. (Hong Kong) Graham Lomax, Gilderol Self Storage Solutions (United Kingdom) Robert Madsen, U-Lock Mini Storage Group (Canada) Arie Rezepka N., Aki KB Minibodegas (Chile) Stephen Spohn, Piedmont Ltd., Quraz (Japan)
4-4:30 p.m.	Best of Business Awards			
4:30-6 p.m.	Self-Storage Q&A			
6-7 p.m.	Roundtable Discussions			
6-7 p.m.	Vendor Presentation Sponsored by: StorageTreasures			
6-7 p.m.	Getting Started in the Mobile Self-Storage Business			

THURSDAY, MARCH 15

CONCURRENT TRACKS				
FACILITY MARKETING	SALES	OWNERS ONLY	FINANCE	LAS CLASES EN ESPAÑOL
Concorde A	Concorde B	Concorde C	Champagne 3 & 4	Loire
8-8:50 a.m.	Super Sales: A Mini Clinic for Self-Storage Operators Brad North Advantage Consulting & Management	Exit Strategies to Maximize Self-Storage Value Jim Stevens Extra Space Storage	Finance Symposium Moderator: Shawn Hill, The BSC Group 8-8:30 a.m. Commercial Mortgage-Backed Securities and Insurance Companies David Smyle, Churchill Mortgage Capital, Devin Huber, The BSC Group 8:30-8:45 a.m. SBA Financing Georgia Ragsdale, Best American Financial Services 8:45-9:15 a.m. Self-Storage Loan Workouts Brock Andrus, 1st Service Solutions 9:15-9:50 a.m. Audience Q&A	Desarrollo y Construcción Cristian Batres Asociación Latinoamericana de Self Storage, y Storage Structures
9-9:50 a.m.		The Quick-Response Invasion: QR Code Marketing for Self-Storage Facilities Stacie Maxwell Universal Management Co.	Navigating the Self-Storage Transaction Market Ben Vestal Argus Self Storage Sales Network	Operación y Gestión de Instalaciones Lucia Darnell Asociación Latinoamericana de Self Storage, y PhoneSmart
10-10:50 a.m.	Ancillary Symposium: Add-On Income Opportunities Moderator: Bob Copper, Self Storage 101 Panelists (in alpha order): Rod Bolls, Universal Storage Containers Chuck Dodge, Bader Co. Sue Haviland, Haviland Storage Services Cary McGovern, File Managers Inc. (FileMan) Hugh Odom, Vertical Developments Jim Ponti, Janus International Kevin Bledsoe, Storage Asset Management CJ Steen, On The Move Inc. Caesar Wright, Mako Steel Inc.	Self-Storage State of the Industry 2012 Charles Ray Wilson, Self Storage Data Services Inc., Christian Sonne, Cushman & Wakefield	The Banking and Lending Recovery: How Does It Affect Your Ownership Strategy? Neal Gussis The Corvis Group Inc.	MARKET REPORT
11-11:50 a.m.		Power Marketing: A Mini Clinic for Self-Storage Operators Tom Litton Litton Property Management Inc.	Managing Self-Storage Employees: HR Perks and Pitfalls Carol Shipley CubeSmart	
11:15 a.m.-Noon				
10 a.m.-2 p.m.	Legal Learning Live! Jeffrey Greenberger Katz Greenberger & Norton LLP			
Noon-5 p.m.	Exhibit Hall Open			
1:30-3 p.m.	Vendor Presentation Sponsored by: American Society for Asset Protection			
4-5 p.m.	Industry Trends for Mobile Operators			
5-7 p.m.	Cocktail Reception Sponsored by: Sentinel Systems			

FRIDAY, MARCH 16

8-11:30 a.m.	Management Workshop Mel Holsinger Professional Self Storage Management LLC			
9 a.m.-Noon	Exhibit Hall Open/Buyers & Sellers Meeting			
1-4:30 p.m.	Owner/Operator Executive Workshop Bob Copper Self Storage 101	1-3:30 p.m.	Web Workshop 2.0 John Siefert and John Muehling, VIRGO	

* Schedule subject to change without notice.

Education Program co-sponsored by: **baja** CONSTRUCTION CO. INC.

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