## **Inside Self-Storage World Expo • Agenda-at-a-Glance**

### Sunday, March 30

# Legal Learning Live Workshop: Auction Edition!

Jeffrey Greenberger, Katz, Greenberger & Norton LLP; Dan and Laura Dotson, American Auctioneers; Jim Grant, StorageBattles.com; Nyle Wells, Vice President, Storage Protection Auction Services Inc.

Separate registration required.
Concorde B

#### **Developers Workshop**

Moderator: RK Kliebenstein, Metro Storage LLC Speakers: James Bratton, MST Constructors/
Akamai Real Estate Investments;
Charles Plunkett, Capco Steel Inc.;
Caesar Wright, Mako Steel Inc.

Separate registration required. Concorde C

## Monday, March 31

1-5 p.m.

Monday, March 31								
8-8:50 a.m.	Opening Session: The Power of Systematic and Dynamic Self-Storage Pricing Warren Lieberman, Veritec Solutions Champagne 3 & 4  Concurrent Education Tracks							
	Management Track Champagne 3 & 4	Ownership Track Champagne 2	Development & Construction Track Champagne 1	Investment & Finance Track Concorde B	International Track Loire			
9-9:50 a.m.	Effective Expense Management: Minimizing Costs While Maximizing Facility Revenue	The 5 Costliest Mistakes Being Made by Self-Storage Owners	Self-Storage Development 101: Building a Profitable Property	Assembling a Self-Storage Loan Package to Obtain Attractive Financing	Self-Storage Latin America, Part I: Market Overview [IN SPANISH]			
	Collin Duncan, Extra Space Storage Inc.	Jim Ross and Matthew Van Horn, 3 Mile Domination	James Bratton, MST Constructors	Neal Gussis, CCM Commercial Mortgage	Lucia Darnell, PhoneSmart			
10-10:50 a.m.	Tried and Tested Techniques for Maximizing Self-Storage Collections  Brad North, Advantage Consulting & Management	Self-Storage Manager Motivation and Retention  Stephanie Tharpe, A Plus Storage of Tennessee LLC	How to Choose a Self-Storage Site and Ensure It's Buildable Jamie Lindau, Trachte Building Systems	The Capital Markets and Current Loan Products for Self-Storage Owners/Investors  Moderator: Shawn Hill, The BSC Group	Self-Storage Latin America, Part II: Conducting a Market Feasibility Study [IN SPANISH] Nancy Torres, Janus International			
11-11:50 a.m.	Self-Storage Selling Techniques: A Hands-On Practicum  Tron Jordheim, PhoneSmart	Operations Manual What Operations Manual? Developing Self-Storage Policies and Procedures  Alyssa Quill, Storage Asset Management	Creative Design Techniques for Self-Storage Bruce Jordan, Jordan Architects Inc.	5 Trends to Help You Maximize Self-Storage Profit and Facility Value Ray Wilson, Self Storage Data Services Inc.; Chris Sonne, Self Storage Industry Group of Cushman & Wakefield	Self-Storage in Latin America, Part Ill: Managing and Operating a Facility [IN SPANISH]  Arie Rezepka, Aki KB Minibodegas			
Noon-1 p.m.	Facility Refurbishing Lunch and Learn: Adding Value to Your Site  Sponsored by Janus International  By invitation only.  Concorde C							

	Concurrent Education Tracks						
	Management Track Champagne 3 & 4	Ownership Track Champagne 2	Construc	pment & tion Track pagne 1	Investment & Finance Track Concorde B	International Track Loire	
1-1:50 p.m.	Handling Tricky Customer-Service Issues in Self-Storage Stephan Ross, Cutting Edge Self Storage Management	Self-Storage Facility Auditing: Does Your System Meet Up-to-Date Standards?  Susan Haviland, Haviland Storage Services	Refurbishing Your Self-Storage Facility  Rick Dodge, Paramount Metal Systems  Planning Your Self-Storage Exit Strategy  John Barry, The J.E.B. Group; John Gilliland, Investment Real Estate LLC		Developing and Opening a Self-Storage Facility in an Emerging Market: Challenges and Opportunities  John Scheibe, Go Self Storage Brazil		
2-2:50 p.m.	Mastering Your Self-Storage Pricing Strategies Carol Mixon Krendl, SkilCheck Services Inc.	Training Your Self-Storage Staff to Create High-Performance Personnel Frank Certo, Guardian Storage	to Wor Crea Mixed-Us for Highe Daryl and Jef Bridge	Buying an Existing Self-Storage Workspace: Creating a d-Use Facility igher Revenue  aryl Henline d Jeff Wright, dge Storage nd ArtSpace  Buying an Existing Self-Storage Facility: What to Look for and How to Get the Best Deal  Michael Mele, Marcus & Millichap		International Panel and Q&A  Moderator: RK Kliebenstein, Metro Self Storage  Panelists: Dallas Dogger, Centreforce IT Pty.	
3-3:50 p.m.	Self-Storage Facility Maintenance From A to Z  James Fawcett, Accent Building Restoration Inc.	12 Key Management Reports for Self-Storage and Their Secrets Revealed  M. Anne Ballard, Universal Storage Group	Making With a Storage Bob Hayv Construc Robin	oing and y Money a Solar e Facility worth, Baja ction Inc.; Heuer, ed Solar	The Underwriting Techniques Used to Value Self-Storage Facilities Today  Moderators: Nick Malagisi, Sperry Van Ness Commercial Realty; Ben Vestal, Argus Self Storage Sales Network	Ltd. (Australia); Wadih Haddad, The Box (United Arab Emirates); Graham Lomax, Gilderol Self Storage Solutions (Europe); Robert Madsen, U-Lock Mini Storage (Canada); Nancy Torres, Janus International (Latin America)	
4-5:30 p.m.	Self-Storage Q&A  Jim Chiswell, Chiswell & Associates LLC  Mel Holsinger, Professional Self Storage Management LLC  Champagne 3 & 4						
4:30-5:30 p.m.	Nevada Self Storage Association Annual Meeting and Legal Q&A  By invitation only.  Loire						
5:30-7:30 p.m.	Expo Hall Open • Cocktail Reception in Exhibit Hall Co-Sponsored by Sentinel Systems Inc. and Inside Self-Storage Store Paris Ballroom						
7:30-8:30 p.m.	Private Reception Sponsored by Michaels Wilder By invitation only. Concorde C			Private Reception Sponsored by Baja Construction Co. Inc. By invitation only. Loire			

Tuesday, April 1								
	Concurrent Education Tracks							
	Marketing Track Champagne 1	Game-Show Learning Track Champagne 3 & 4	Roundtables Track Open to all attendees. Concorde B	Limiting Liability Track Concorde C				
8:30-9:30 a.m.	Community Marketing for Self-Storage  Shari Sutton and Heather Saldaña, Sutton Watkins Advertising & Marketing	Self-Storage Family Feud: Play Your Way to Marketing Excellence Hosts: Emma Nostrand and Barry Finder, SpareFoot	Software Roundtables	Self-Storage Contents Coverage: Understanding the Difference Between Tenant Insurance and Protection Plans  Moderator: Jeffrey Greenberger, Katz, Greenberger & Norton LLP				
9:45-10:45 a.m.	Online-Marketing Metrics: How to Track, Interpret and Use Your Results  Jason Barrett, Go Local Interactive	Self-Storage Celebrity Squares: Facility Operation  Host: Stacie Maxwell, Universal Storage Group	Add-On Profit Centers Roundtables	Social Media and Online Marketing: Avoiding Exposure and Mitigating Risk  Mike Schofield, MiniCo Insurance Agency LLC				
11 a.m Noon	SEO and SEM Don'ts for Self-Storage Operators  Christopher Baird, Automatit Inc.	1 vs. The Audience: The Self-Storage Feasibility and Due Diligence Game Host: Jim Chiswell, Chiswell & Associates LLC	Mish Mash Roundtables	Self-Storage Disaster Recovery and Social Media  Jeffrey Greenberger, Katz, Greenberger & Norton LLP; Dan Kryzanowski, SpareFoot				
Noon-5 p.m.	Expo Hall Open  How-To Program in Expo Hall  Paris Ballroom							
1-2:30 p.m.	Buyers & Sellers Meeting in Expo Hall Sponsored by Argus Self Storage Sales Network Inc. Paris Ballroom							
3-3:50 p.m.	Vendor Presentation  2014 IRS Tax Savings for Self-Storage: Use it or Lose It  Sponsored by Cost Segregation Services Inc.  Loire							
5-5:50 p.m.	Self-Storage Legal Q&A With Jeffrey Greenberger Jeffrey Greenberger, Katz, Greenberger & Norton LLP Champagne Ballroom 1							
Wednesda	<i>y</i> , ,							
8-11:50 a.m.	Social Media Mastery Workshop  Dave Wolf, Linkmedia 360  Separate registration required.  Champagne 1  Owner/Operator Executive Workshop  Bob Copper, Self Storage 101  Separate registration required.  Champagne 2							
8:30-10 a.m.	Vendor Presentation  How Self-Storage Professionals Can Become Invincible to Lawsuits and Save Thousands in Taxes  Sponsored by American Society for Asset Protection  Loire							
10:15-11:05 a.m.	Vendor Presentation Harnessing the Power of the REITs' Collection Machine Sponsored by CallPotential Loire							
1-4:50 p.m.	Management Workshop Mel Holsinger, Professional Self Storage Management LLC Separate registration required. Champagne 2							