

2019 GEORGIA - SOUTH CAROLINA
SOUTHEASTERN SELF STORAGE CONFERENCE
OCTOBER 20-22

HYATT REGENCY | GREENVILLE SC



Hyatt Regency Greenville 220 N. Main Street, Greenville, SC
Schedule

SUNDAY, OCTOBER 20, 2019

11:00 AM - 2:00 PM Topgolf Greenville 20-person max, spouses included

1:00 PM - 7:00 PM Registration Open

1:00 PM- 5:15 PM Exhibitor Set Up

2:00 PM - 5:00 PM Managers' Summit --Tune into two outstanding sessions to provide an immersive manager workshop with high quality takeaways and action items!

Session 1: Step 1: Lead Generation with Grace Totty, Absolute Storage Management

In a climate of extreme competition and slashing rates it is easy to lose focus on Step 1, marketing. Grace will lead us through different avenues of marketing and how each plays a role in lead generation.

Session 2: Operating at Peak Efficiency in Day-to-Day Management, with Anne Ballard, Universal Storage Group

Anne will show us how to stay on track with numerous daily tasks while generating revenue and keeping those customers happy. along with which systems and processes are used to operate at peak efficiency and how to track and techniques for being more proactive in our work.

5:00 PM- 7:00 PM Welcome Reception with Exhibitors

Drinks (drink tickets then cash bar) and hor d'oeuvres will be served.

7:00 PM Dine around Greenville

MONDAY, OCTOBER 21, 2019

7:00 AM - 5:00 PM Registration Open

7:30 AM - 8:30 AM Breakfast Buffet Served

8:15 AM - 9:15 AM Session 3: Five Things You Didn't Know Your Software Could Do with Tommy Nguyen, StoragePug - You live in it every day. It runs your self storage business operations and handles things like billing, reminders, and tenant info. We're talking about your Self Storage Management Software (aka Property Management Software)! Come hang with Tommy Pug as we cover tips and tricks about your software that make your life easier. We'll cover: **Reports, Shortcuts, Integrations, and more!**

9:15 AM -9:25 AM Break

9:30 AM - 10:45 AM Session 4: Concurrent Breakout Sessions

9:15 - 10:00 AM **1) Confidence to Sell with Cindy Ashby, Dynamic SS Solutions**
2) Revenue Management & Pricing with Ahmet Kuyumcu & Peter Hansen, ProRize

10:00 - 10:45 AM **1) Mortgage Brokerage with Anna Taylor, Live Oak Bank**
2) Lien Law Timeline for Auctions with Lonnie Bickford, StorageAuctions.com

- 11:00 AM - 12:00 PM** **Session 5: Entrepreneurship - How to Get Your Ideas Going with Brian Petersen, American Storage Group & SSASC President**
- 12:00 PM - 1:00 PM Lunch Buffet Served
- 1:00 PM - 3:00 PM Exhibit Hall Open
- 3:00 PM - 4:00 PM** **Session 6: National SSA Update with Tim Dietz, SSA President**
Learn the state of the self storage industry from a national standpoint in this outstanding session.
- 4:00 PM- 5:15 PM** **Session 7: Panel - How and Where to find Quality Self-Storage Employees with Cindy Ashby, Dynamic SS Solutions, and Anne Ballard, USG**
Topics covered include: Job Descriptions, Recruiting, Technology's Role, Legal Mine Field, Boarding, Current Payroll Averages, Length of Stay, Benefits, Sources, Interview Process, and more.
- 5:15 PM - 7:30 PM Games, Giveaways and the Great Auction in the Exhibit Hall
- 7:30 PM Exhibitor Breakdown
- 7:30 PM Dine around Greenville

TUESDAY, OCTOBER 22, 2019

- 7:30 AM - 8:30 AM Breakfast Buffet
- 8:00 AM - 8:30 AM** **Concurrent: GASSA Membership Meeting | SSASC Membership Meeting**
- 8:30 AM - 9:30 AM** **Session 8: Rental Markets in Georgia and South Carolina with Stacey Gorman and Mike MacManus from Marcus & Millichap**
- 9:45 AM - 10:45 AM** **Session 9: Financial Benefits of Conversions with John Boyd, Banker Exchange**
Turn liabilities into assets! Discover the financial benefits of conversion of vacant and abandoned properties.
- 11:00 AM - 11:30 AM** **Lunch Served**
- 12:00 PM - 2:15 PM** **Session 10: 2019 Self Storage Legal Update with Scott Zucker, Weissmann Zucker Euster Morochnik & Garber P.C.**
The policies and procedures selfstorage operators use when conducting everyday business can either save them from litigation or create legal headaches. Come here the most up-to-date insight on current self storage laws.
- 2:15 PM - 2:30 PM Closing & Adjourn