

# FSSA SHOW AGENDA



## Pre-Conference Seminars - Wednesday, May 5th

**8:00 - 5:00pm** **Developers' Seminar** *Concepts to Completion; a lesson in Design & Construction*  
**Mike Parham CEO/President of Noah's Ark Development**

Learn the course of action needed to develop a viable, gainful self storage business from the owner and Florida developer of the Noah's Ark Self Storage chain. Mike will guide you through the steps of customer definition, market and site evaluation, economic feasibility and finance package compilation. Learn from a successful Florida self storage developer.

**8:00 - 12:00pm** **The Ultimate Marketing Boot Camp**  
**Derek Naylor, President of Storage Marketing Solutions**

This is not your average workshop. In this four hour intense session, you will roll up your sleeves and get to work creating a detailed marketing plan for your self storage facility based on innovative strategies that are working in today's market and proven marketing principles that many of us overlook.

There will be no fluff or high philosophy here. You will learn mission critical marketing principles and then get to work creating a marketing plan that will differentiate your business from your competition. You will create a step-by-step plan to increase occupancy, tenant value, and cut out wasted marketing dollars. When the workshop ends, attendees will walk away with a finished marketing plan covering all mediums such as Internet Marketing, Yellow Pages, Direct Mail, Email Marketing and much more. If you are ready to step up your marketing game, this workshop is a must-attend.

This event is Owner and Manager friendly.

**1:00 - 5:00pm** **Legal Seminar** *Self Storage Operations Refresher: Is Your Facility in Legal Compliance?*  
**Scott Zucker, Weissmann, Zucker, Euster Morochnik, P.C.**

This informative 4 hour session will cover such topics as:

- Understanding and using your rental agreement
- From delinquency to lien sale: a statutory review
- Handling the lien auction: rules and procedures
- General questions and answers to "Is it legal...?"

## Conference - Thursday, May 6th

**9:00 - 9:15am** **FSSA General Assembly and Welcome**

**9:15 - 10:00am** **Keynote Speaker Paul Martin, Attitude Over Adversity**

In 1992, just six months after earning a Mechanical Engineering degree from the University of Massachusetts/Lowell, a car accident claimed Paul's left leg below the knee. This challenge served as a catalyst to test his physical abilities. He has since competed in ten Ironman Triathlons and holds the world record for leg amputees. He is also a four-time ITU triathlon world champion, the 2002 IPC cycling time trial world champion and a two-time Paralympic medalist as a member of the US Cycling Team.

**10:00 - 10:50am** **The Storage Summit**

The Storage Summit provides an opportunity to listen, learn, and ask questions from our local Owners/Operators/Management Companies. The distinguished panel will be moderated by Rick Yonis, President of the Florida Self Storage Association, and includes:

- Anne Ballard, Universal Management Company
- Michael Haugh, Absolute Storage Management
- Brenda Scarborough, Accountable Management
- Marc Smith, Personal Mini Storage
- Steve Wilson, Hide-Away Storage

These five panelists represent 147 self storage facilities in Florida, Georgia, and Tennessee, totaling over 78,000 units – and almost 10 MILLION square feet. They also have over 110 years of combined self storage experience. Everyone can learn something from these industry icons.

**11:00 - 2:00pm** **Lunch on EXPO Floor, Trade Show Open**

**2:00 - 2:50pm** **Education Sessions**

**D Self Storage Legal Update, Scott Zucker, Weissmann, Zucker, Euster Morochnik, P.C.**

**M The Power of Email Marketing, Pamela Starr, Constant Contact**

**3:00 - 3:50pm** **Education Sessions**

**D Is Your Unit Mix Right for Today's Economy?**

*Tom Hinson, Summit Construction*

**M Marketing Strategy vs. Tactics – A Game Changing Marketing Distinction for our Industry, Derek Naylor, Storage Marketing Solutions**

**4:00 - 5:20pm** **Roundtables – 16 topics to choose from**

**5:30 - 7:00pm** **Cocktail Reception and Silent Auction** benefitting the Special Olympics Florida on the Trade Show Floor



**Special Olympics Florida**

**Friday, May 7th**

**7:00 - 7:30am** **Prayer Coffee**

**7:30 - 9:50am** **Breakfast on EXPO Floor, Trade Show Open**

**10:00 - 10:50am** **Education Session**

**D Insurance for the Upcoming Decade of Change**

*Gene Bonina, Wells Fargo Insurance Services*

**M Increase Profits Through Dynamic Selling**

*Brad North, Advantage Consulting & Management*

**11:00 - 11:50am** **Education Session**

**D How to Hire and Train Your Managers**

*Anne Ballard, Universal Management Company*

**M Hidden Hazards: Illegal Activity within Storage Facilities**

*FBI Special Agent Jeffrey Duncan*

**D**=Owner/Developer

**M**=Manager Track