

SHOW AGENDA

Pre-Conference Seminars - Wednesday, May 11th

8:00 - 5:00pm **Developers' Seminar** *Concepts to Completion; a lesson in Design, Development & 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** *"Entitled: Lien Sales and Bankruptcy – You Just Have To Know How To Do Both." Jeffrey J. Greenberger, Esq.: Katz, Greenberger & Norton LLP*

This informative 4 hour session will cover such topics as:

- 1.) Recent judgments against facilities should make you concerned about performing lien sales.
 - Three verdicts in excess of \$1 million dollars each for wrongful sale.
 - Multiple verdicts against self-storage owners for "technical violations" in their lien sale notices.
 - Review of the Florida lien sale statutes.

- Talk about the five things you can do to improve and protect yourself in a lien sale today.
- Discuss how the television show Storage Wars is affecting positively and negatively your ability to safely perform a lien sale.
- 2.) Bankruptcy – if you do not understand how it works it will hurt you.
- Differentiation of the different chapters of bankruptcy
- When do you have to inquire about bankruptcy?
- What do you have to do if bankruptcy is filed?
- What are your rights with a delinquent tenant when they file bankruptcy?
- Other common pitfalls

7:00 - 10:00pm Casino Night Legislative Fund Raiser

Join us for a night of relaxation and fun for a good cause. Casino activities will include;

- Poker tables, Black Jack tables, Roulette and craps

Conference - Thursday, May 12th

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

9:15 - 10:00am Keynote Speaker: **Bucky Dent NY Yankees MVP 1978**

Bucky Dent is a former American League Baseball player and manager. He earned two World Series rings as the starting shortstop for the New York Yankees in 1977 and 1978, and was voted the World Series MVP in 1978. Dent is most famous for his home run in a tie-breaker game against the Boston Red Sox at the end of the 1978 season.

10:00 - 10:50am Education Session

A) **"Is Your Team Up to the Challenge in 2011"**

Anne Ballard, Universal Management Company

B) **6 operational strategies that will bring higher sales**

valuations

Jim Stevens, SVP, Acquisitions and Business Development, Extra Space

Storage

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

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

C) **Self-Storage Legal Update,**

Jeffrey J. Greenberger, Esq.: Katz, Greenberger & Norton LLP

D) **Marketing Strategy vs. Tactics – A Game Changing Marketing Distinction for our Industry,**

Derek Naylor, Storage Marketing Solutions

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

E) **"Positioning Your Self-Storage Operation for the Economic Recovery"**

Brad North, Advantage Consulting & Management

F) **The Power of Email Marketing,**

Pamela Starr, Constant Contact

4:00 - 5:20pm **Roundtables – 15 topics to choose from**

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

Friday, May 13th

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

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

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

G) **“Want to find out if your online activity is delivering results? Tools to measure effectiveness”**

Mario Feghali, SpareFoot seminar

H) **Driving Traffic and Generating Non Traditional Sales**

Barry Johnston, Supply Side USA

11:00 - 11:50am Education Session

I) "Avoiding disasters with your lien sale auctions"

Nigel Holland, Storage Protection Auction Services

J) "Group Buying Power – Improving the Bottom Line"

Ian Burnstein, SBOA

Round Tables to be announced