



1. **Three Keys to Increase Your Phone Sales Close Rate: Create Rapport; Build Value; Ask for the Sale.** *Rob Donoho, XPS Solutions*
2. **Use Retail Sales Training to Improve Rental Performance.** Learn how every sale made to a non-rental customer creates a more receptive rental prospect. Discover how retail sales training creates managers who simply do better at rentals. *Rob Vodraska, Supply Source One*
3. **Access Control and Security, an Important Advantage in the Tough Times.** Get your questions answered about innovative systems and discuss how new tools improve operations. Learn how customer perceptions make a difference. *Rick Stumpf, Chamberlain Access Solutions*
4. **Outreach Marketing That Really Works!** Learn proven strategies to dramatically improve your Outreach Marketing efforts! You'll learn where to network and build relationships in your community and how this will create a steady stream of referrals into your store. The presenter will also describe ways of using the internet to help build these relationships and take your Outreach Marketing and profits to the next level. *Brad North, Advantage Business Consulting*
5. **See Through the SEO Hype: Why Tips & Tricks Won't Get You to the Top.** So, you built a great website for your facility, but it's not getting much traffic? You've attended industry seminars and read many tutorials for guidance, and still can't figure out why you don't show up on Google's front page? With nearly 40 million search results for "self storage" alone, most self storage websites don't have a fighting chance. StorageFront cuts through the search engine marketing hype and explains why even the best tactics are either too costly or too weak to get you to the top of popular search engines. *Carrie Royce, StorageFront.com*
6. **Social Media Mastery.** Social media is both exciting and misunderstood by businesses trying to take advantage of this rapidly growing medium. This roundtable session will clear the fog and teach you exactly how your self storage facility can capitalize on social media without wasting time or money. *Derek Naylor, Storage Marketing Solutions*
7. **Property Taxes: Don't Be Unfairly Assessed.** Learn how to manage your property tax liability to make certain that you are only paying your fair share of taxes! Stop over paying now! *Mitch Feldman, FBS Property Tax Abatement, LLC*
8. **Conducting Legal Lien Sale Auctions.** The sale of other people's property by a self storage facility can be a "high risk" activity. There are significant differences between the "folk laws" of how to do this, and the reality of the actual Laws which govern lien sales. *Nigel Holland, Storage Protection Auction Services*
9. **Privacy Issues in the Self Storage Business.** Learn about handling business records in a self storage office; proper disposal of business records found in delinquent units; and updates on privacy laws and how they impact self storage operations and liability. *Scott Zucker, Weissmann, Zucker, Euster, Morochnik P.C.*
10. **Get the Most Out of Your Software in Today's Changing Market.** Evolve with today's marketplace. Use your software to access data to make effective, timely decisions; add 5% to your bottom line with Revenue Management, and track your advertising dollars. See how you can maximize the use of your web site, allow online payments and reservations, and effectively brand your company. *Bob Myers, SMD Software*

11. **Tenant Insurance: Traditional, Captives and Protection Plans.** This session will explore the various structures and revenue opportunities available to small operators and large alike. Think your too small for a captive? Think again. *Larry Friedman, Bader Company*
12. **What's New in the Self Storage Real Estate Market?** A realistic look at where we are and where we are headed in the Florida self storage real estate market. This round table is designed for anyone who is interested in buying, selling or just wants to know what their facility is worth. *Mike Mele, The Mele Group of Marcus & Millichap*
13. **The Right Balance of Socializing and Social Media.** You can't just count on Facebook and Twitter or LinkedIn. You need a perfect balance of Personal Face to Face Marketing and Events too. What are the best low cost Crowd Generators For Your Site? Learn the top 5 that can bring more than 1,000 visitors to Your Site with the right 90 day planning. *Anne Ballard, Universal Management Company*
14. **Create Stable Recurring Revenue Stream Through Records Storage Diversification.** Attraction-going commercial clients by offering records management services rather than just selling storage space. Learn how the needs and concerns of a records storage prospect differ from your storage customers. Discussion provided on the 5 basic elements required to operate a records center, as well as an outline of services you will want to offer. *Chuck Sowers, DHS Worldwide Software Solutions*
15. **Making the Internet Work for your Self Storage Business.** Did you know that the approximate search volume per month for "Self Storage" is 823,000? Internet Marketing is becoming an indispensable mean to a successful business and particularly in the Self-storage Industry. You may choose to continue to wait for Internet Marketing to happen for your business or feel free to join us today to learn and to make it happen. *Ken Kelly, StorageClicks.com*