

## REASONS TO ATTEND THE 2019 PASSA OWNERS & MANAGERS ANNUAL MEETING & CONFERENCE

The Pennsylvania SSA 2019 Owners & Managers Annual Meeting and Conference will be held on April 25, 2019 at the Bear Creek Mountain Resort and Conference Center in Lehigh Valley, PA, and there are a number of great reasons to attend. The PASSA 2018 Owners & Managers Annual Meeting and Conference held in State College, PA had around 100 attendees which gave many opportunities for vendors, owners, managers, and employees alike to network, learn about best practices, and attend educational sessions tailored to address topics relevant to the industry in Pennsylvania. *The Keystore* discussed the benefits of attending your state's annual meeting from an owner-operator's perspective, a vendor's perspective, and from a manager's perspective with Frank Certo, Director of Operations at STORExpress, Pat Watson, V.P. Self Storage Systems & Custom Engineered Buildings at Flexospan, and Amanda Dice, Regional Manager at Storage World. **The top three reasons they gave for attending the PASSA Owners & Managers Annual Meeting and Conference were:**

- **Networking with colleagues and vendors**
- **Learning about best practices in the industry**
- **Industry and State-Specific Educational Sessions**

The first reason Certo, Watson, and Dice mentioned was the importance of networking at the PASSA Annual Meeting and Conference. Networking is an important reason to attend your state's annual meeting and conference because it allows you to talk to your colleagues within the industry and discuss operations, new products and services, and make new contacts. **This year there will be a networking lunch, sponsored by Flexospan, which will include open time to visit with exhibitors.** When asked why Flexospan decided to sponsor the networking lunch, Pat Watson said that they wanted to support the PASSA and their annual meeting and conference because it is such a personal place to meet with colleagues and customers.

The time set aside to visit with exhibitors is an important time for vendors, owners-operators, managers, and other employees to get together. For vendors, this time is an opportunity to share their new products and services with owners-operators, managers, and employees attending the meeting. Watson discussed how the state meetings have a more personal feel and how they are a wonderful environment for vendors to get in front of the customer in person. For owners-operators, managers and other employees this dedicated time allows them to learn how to improve their businesses and operations by learning about new technologies and services. In addition, the chance for vendors, owners/operators, managers, and other employees to talk amongst themselves is a great way to trade tips and get new ideas for how to improve their job performance.

The chance to meet new contacts is another reason for people in all different positions in the industry to attend the Pennsylvania SSA 2019 Owners & Managers Annual Meeting and Conference because it provides the occasion to expand your network of colleagues. Dice echoed this sentiment from a manager's perspective and said, "I look forward to learning all that I can [at the annual meeting and conference] and meeting people in person who I normally only communicate with over the phone or through email." As a vendor, Watson even said this was her favorite part about the PASSA Annual Meeting & Conference; the opportunity to meet with old and new friends and colleagues.

Next, Certo discussed learning about best practices in the industry through networking with colleagues at the annual meeting and conference. At the annual meeting and conference, Certo has a Best Practices Group he meets with. This group of 20-25 companies includes organizations working in a variety of areas and includes owners, vendors, companies working in marketing and operations, and companies from Canada and overseas. This group was built on professional relationships started at the annual meeting and conference and is a great way to learn about what other businesses are doing in the industry and their best practices. As Certo said, with this number of companies meeting together there is someone trying everything whether it's new technologies at their facilities or new customer service strategies. With its diverse combination of vendors, owners-operators, managers and other employees attending, the PASSA Owners & Managers Annual Meeting and Conference is a great way to learn about, and update your own, best practices.

Educational sessions are another reason to attend the PASSA Owners and Managers Annual Meeting and Conference. Dice discussed the value of these sessions as she moves into her new position as a manager: "As I transition into my new role as Regional Manager of Storage World, I am eager to attend the PASSA annual meeting to learn new aspects of the industry." The educational sessions at the PASSA Owners & Managers Annual Meeting and Conference are great for shining a light on new parts of the industry you may not have previously been familiar with. Watson pointed out how these educational sessions are valuable for not only owners-operators, managers, and other employees, but for vendors as well.

At last year's annual meeting and conference there were many educational sessions tailored to the state. Some of the sessions from last year included a session with Ted Mowatt of Wanner Associates, Inc. on the tenant insurance bill and grassroots advocacy, a session about online auctions with Cheli Rosa of StorageStuff.Bid, a series of vendor roundtables, and a Pennsylvania Storage Legal Review with Scott Zucker, Esq. of the Self Storage Legal Network among others. As a vendor, Watson finds the legal and legislative sessions especially pertinent as they help her stay updated on lien or legal information necessary for conducting her business.

This year, we are looking at more informational educational sessions that are relevant to the state. There will be three educational sessions for all conference attendees this year. One session for all attendees will be an Owners Panel with Alyssa Quill of Storage Asset Management, Kyle Fromin of Simply Self Storage, Mike Moyer of Budget Store & Lock Self Storage and Brian Whitham of Extra Space Storage. Next will be a series of Vendor Roundtables with different exhibitors. In addition, there will be an educational session for everyone with Jeff Greenberger of Greenberger & Brewer, LLP, which will give a step-by-step overview of your rental agreements.

The annual meeting and conference also includes an owners track and a managers track in order to tailor the sessions to the needs of specific positions. For owners, there will be several educational sessions specifically for them. One of the sessions for the owners track will be a session with Lonnie Bickford of Appletree Storage on how to navigate new technologies like a pro. The managers track will also have several specific educational sessions including a session on digital marketing with Holly Fiorello of CallPotential, how to increase

facility revenue with Jim Mooney, Jr. of Freedom Storage Management, and a session on online auctions with Lonnie Bickford of StorageAuctions.com.

As discussed with Frank Certo, Pat Watson, and Amanda Dice the Pennsylvania SSA 2019 Owners & Managers Annual Meeting and Conference on April 25, 2019 at the Bear Creek Mountain Resort and Conference Center in Lehigh Valley, PA is an event that will allow you to learn the latest going on in the industry regardless of whether you are an owner-operator, a vendor, a manager, or an employee that falls under a different category. Through networking with vendors, owners-operators, managers, and other employees you will be able to gain new ideas for your operations, trade tips, and learn about new products and services to help improve your business operations. As a vendor, the networking opportunities will allow you to get in front of your customers face-to-face. In addition, as pointed out by Dice and Watson, networking at the meeting and conference will allow you to meet with old and new colleagues and friends no matter your job title. As Certo pointed out, networking and connecting with colleagues are also great ways to learn more about what best practices other businesses are using in their day to day operations. The educational sessions at the annual meeting will also help you stay in the loop on a variety of industry topics such as digital marketing or legal topics. Overall, the Pennsylvania SSA 2019 Owners & Managers Annual Meeting and Conference is a wonderful opportunity to network, learn, and improve your self storage operations or to put a face to the name with your colleagues.

## **2019 PASSA Owners & Managers Annual Meeting & Conference**

April 25, 2019

[Bear Creek Mountain Resort & Conference Center](#)

101 Doe Mountain Lane  
Lehigh Valley, PA 18062

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