



**Don't Miss
This One!**

SELF STORAGE OWNERS SPRING BUSINESS MEETING

Friday, May 1, 2009 — 9:30 a.m-5:30 p.m.

Radisson Hotel Madison, 517 Grand Canyon Drive, Madison, WI 53719, (608) 833-0100

The Wisconsin Self Storage Association surveyed its members last year and the number one comment given was to have a meeting catered towards daily operational issues, mainly the lien process. We have listened and put together this full day event which addresses the questions and concerns that you presented. This is your opportunity for an open dialogue with an expert self storage attorney and the board of directors to answer the questions you have. This “**Back to Basics**” program is a must attend for owners and managers of all sizes and will allow ample time for questions and discussion.

All this great information for only \$40 for Members, \$50 for Non-Members

\$10 for each additional person from same facility

Free beer, wine, hors d'oeuvres, and great conversation to follow meeting. **SEE YOU THERE!!**

NAME(S) _____

FACILITY NAME(S) _____

PHONE _____

E-MAIL _____

COST: \$40.00/MEMBER
 \$50.00/NON-MEMBER
 \$10.00 ADDITIONAL AT DOOR

Enclosed is a check for \$ _____ payable to WSSA

Charge my: (circle one) Visa / Mastercard Card No. _____

Exp. Date _____ 3-Digit Security Code _____

Send Reservations to:

Wisconsin Self Storage Association, 11801 W. Silver Spring Dr., Suite 200, Milwaukee, WI 53225,
Fax: (414) 464-0850, Phone: (414) 755-3364, E-mail: doug@wamllc.net

ROLLUPS

From President Ron Becker

As I write this, it seems like there's more bad economic news everyday. Housing is in the dumps. Banks are very selective when lending. Many self storage operators are reporting lower occupancy and more vacant units.

This may be the perfect time to brush up on your marketing skills. One tip recently came from Chris Hitler. He said always smile when you answer the phone. The caller can tell! Make sure you make every phone call count. Spruce up the office. Is there something you can do to make your facility more attractive? All these items can help secure renters.

WSSA has 2 great meetings scheduled this year - in Madison on May 1, and in WI Dells on October 9. We asked for your suggestions on meeting improvements, and have structured these meetings accordingly. We have excellent speakers and programs lined up. Be sure to attend and talk up the meetings with non-members. Help to grow your organization!

Your officers and board members are always available to help and answer any questions you may have. Let's make 2009 a great year for WSSA!

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SPRING BUSINESS MEETING AGENDA

9:30 a.m.-12:00 p.m.

Legal Issues in Self Storage

Carlos Kaslow will speak on the topics of bankruptcy, the Public Storage lawsuit, how to handle military servicemen, vehicle sales and more.

D. Carlos Kaslow is an attorney specializing in legal issues pertaining to the self-storage industry. A frequent contributor to the magazine, Inside Self Storage and a seasoned speaker at Inside Self-Storage Expos, Mr. Kaslow is also the editor of The Self-Storage Legal Review, a bimonthly newsletter on legal issues pertaining to the self-storage industry.

12:00 p.m.-1:00 p.m.

Lunch (Included with Registration)

1:00-2:00 p.m.

Questions for Carlos

This is your time to ask follow-up questions on Carlos' presentation

2:15-3:30 p.m.

Asphalt Maintenance

John Gregornik of Between The Lines LLC brings to us information regarding our asphalt drives. We will be exploring LOW COST things YOU can do to extend the life of your asphalt drive and the benefit of different types of repairs that can be done with their approximate costs. He will also touch on just how important your drive is for your business and how to maintain it to bring in customers while saving on repairs. With just a few dollars and a little effort you will be amazed at the benefits you will reap. Real "BACK to BASICS" ideas.

3:45-4:30 p.m.

Panel Discussion

Your opportunity to get all those specific questions on operations answered.

4:30-5:30 p.m.

Reception/Networking Hour

Stick around and network with fellow storage owners and managers.

DIRECTIONS:

Radisson Hotel Madison, 517 Grand Canyon Drive, Madison, Wisconsin 53719, (608) 833-0100

FROM EAST - I-94 WEST TO I-90 EAST -TAKE I-90 EAST TO HIGHWAY 12 18 WEST FOR 12 MILES TO THE GAMMON ROAD EXIT 255 -TURN RIGHT ONTO GAMMON ROAD -TURN RIGHT ONTO ODANA ROAD -TURN RIGHT ONTO GRAND CANYON DRIVE - THE HOTEL IS ON THE CORNER OF ODANA AND GRAND CANYON DRIVE

FROM NORTH - HIGHWAY 51/I-39 SOUTH TO I-90/I-94 EAST -TAKE I-90 EAST TO HIGHWAY 12 18 WEST FOR 12 MILES TO THE GAMMON ROAD EXIT 255 -TURN RIGHT ONTO GAMMON ROAD -TURN RIGHT ONTO ODANA ROAD -TURN RIGHT ONTO GRAND CANYON DRIVE -THE HOTEL IS ON THE CORNER OF ODANA AND GRAND CANYON DRIVE

FROM WEST - HIGHWAYS 18 AND 151 EAST -TURN LEFT ONTO MADISON HWY 12 18 WEST -TAKE THE GAMMON ROAD EXIT 255 -TURN RIGHT ONTO GAMMON ROAD -TURN RIGHT ONTO ODANA ROAD -TURN RIGHT ONTO GRAND CANYON DRIVE - THE HOTEL IS ON THE CORNER OF ODANA AND GRAND CANYON DRIVE



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The **WISCONSIN SELF STORAGE ASSOCIATION**
announces *another exciting meeting for Self Storage Owners!*

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MARK YOUR CALENDAR! 2009 Conference and Tradeshow
Friday, October 9, 2009 • Kalahari Resort & Waterpark • Wisconsin Dells, WI