

Inside Self-Storage Virtual Event

Sept. 29-30, 2020

AGENDA AT-A-GLANCE

Tuesday, Sept. 29 | Education Program

10 a.m.	Keynote Address	Self-Storage in a Time of Pandemic: Industry Impact and Survival Strategies
11 a.m.	Seminar	7 Things Investors MUST Do to Weather the Recession
Noon	Seminar	Survivor, Self-Storage Edition: Thriving in an Increasingly Saturated Market
1 p.m.	Q&A Session	Self-Storage Investing & Development
2 p.m.	Seminar	Join the Jetset: Smart Technologies for Innovative Self-Storage Operation
3 p.m.	Seminar	Winning Your Self-Storage Zoning Battle, Even in the Face of Uncertainty
4 p.m.	Seminar	The Full Enchilada: Competitive Compensation and Motivation for Self-Storage Staff
5 p.m.	Q&A Session	Self-Storage Management & Operation
6 p.m.	Seminar	Optimizing the Elements of the Online Storage-Rental Experience

Wednesday, Sept. 30 | Education Program

10 a.m.	Expert Panel	What Comes Next? A Panel Discussion of Self-Storage in a Post-COVID World
11 a.m.	Seminar	Checks and Balances: Site Auditing for Self-Storage Success
Noon	Seminar	Smart Strategies to Reduce Self-Storage Building Costs
1 p.m.	Q&A Session	Self-Storage Technology & Security
2 p.m.	Seminar	You Might Need a Self-Storage Lawyer if...
3 p.m.	Seminar	Clinch the Deal: 7 Steps to Superior Self-Storage Sales
4 p.m.	Seminar	Structuring Self-Storage Deals in a New Reality: A Guide for Buyers and Sellers
5 p.m.	Q&A Session	Self-Storage Legal Q&A With Jeffrey Greenberger
6 p.m.	Seminar	Tech Evolution: Exploring the Self-Storage Virtual-Management Model

All-Day Access [Both Days]

Exhibit Hall	Visit with company representatives and get answers to your questions.
Resource Center	Download free education materials on a wide range of topics.
New-Product Tour	Learn about the industry's latest innovations.
Networking Lounge	Connect with peers and experts to ask questions and make connections.
ISS Store	Shop industry-relevant products and business resources.
Help Desk	Get assistance with technical issues and platform-related questions.



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INSIDE SELF-STORAGE
VIRTUAL EVENT

Investing in your education is key to creating and sustaining a successful business. The **ISS Virtual Event** allows you to learn and connect with other industry professionals, providing the resources necessary to thrive in this difficult time.

The event platform is easy and fun to use. As a registered attendee, you're able to move freely throughout the digital environment. All rooms are **open and available 24/7** during the event, though booth staff will be online only during live event hours, which are 9:30 a.m. to 7 p.m. ET. The **Help Desk** will be manned 9:30 a.m. to 5:30 p.m. ET on both days.

Our immersive two-day **education program** includes six education **seminars** on each day. Topics cover a full range of subject matter including industry building, customer experience, innovation, investing, leadership and operations. You won't want to miss the opening-day **keynote address** on the industry impact of the coronavirus pandemic and survival strategies for your own business. Day two opens with an **expert panel** discussion that'll share predictions for "Self-Storage in a Post-COVID World." You'll also want to experience the open-forum **Q&A sessions**, each with a unique focus.

As an attendee, you'll also have a personal **digital "briefcase"** in which you can store all materials you download from **exhibitor booths**, the **new-product tour** and **resource center**. You'll find this in the toolbar at the bottom of your screen. Think of it as your "show bag." It may even be pre-populated with a few items we think you'll enjoy and find useful. We know it isn't the same as walking down the aisles grabbing pens, stress balls, flashlights and candy, but we'll do our best to keep you well-stocked in virtual goodies!

[Read on for details about event rooms and features, plus a detailed education agenda.](#)

WELCOME to the ISS VIRTUAL EVENT!
**Here, you can stay safe and still access
the resources you need to succeed:
education, exhibits, networking and more!**

ALL-DAY ACCESS

During the event, you'll enjoy round-the-clock access to the following rooms and features:

EXHIBIT HALL: Nearly two dozen of the self-storage industry's top suppliers will be on display here, with customer-service representatives ready and waiting to interact with you. When you visit a booth, you can chat with a rep, watch company video, download company information and more.

RESOURCE CENTER: Access all kinds of educational downloads including articles, digital issues, whitepapers, case studies and more on a wide range of industry topics. This is also where you can get PDF copies of the PowerPoint presentations from the event seminars.

NEW-PRODUCT TOUR: Learn about the industry's latest innovations and download related reference materials.

ISS STORE: Shop for videos, books, reports, business tools, and other educational products. Purchase copies of education sessions from the event itself, plus dozens more that were originally scheduled to be presented at the ISS World Expo in Las Vegas this year.

HELP DESK: Staffed by live agents from 9:30 a.m. to 5:30 p.m. ET on both days, this is where you can get assistance with technical issues and platform-related questions.

NETWORKING LOUNGE: Connect with peers and experts to chat, ask questions, and share knowledge and experiences. You can even enjoy topic-themed, scheduled chats here! See the following schedule.

Scheduled Live Chats in the Networking Lounge		
Tuesday, Sept. 29		
Time	Topic	Host
11 a.m. ET	Coronavirus Impact and Survival Strategies	RK Kliebenstein
Noon ET	Ways to Survive the Recession	Scott Meyers
1 p.m. ET	Thriving in a Saturated Market	Clair Hoover
2 p.m. ET	Self-Storage Investing and Development	Caesar Wright
3 p.m. ET	Using 'Smart' Technologies for Facility Operation	Jon Loftin
4 p.m. ET	How to Win Your Zoning Battle	Peter Stuhlreyer
7 p.m. ET	The Online Rental Experience	John Jordan
Wednesday, Sept. 30		
Time	Topic	Host
11 a.m. ET	COVID-19 and the Future of Self-Storage	Rick Beal and Magen Smith
Noon ET	Conducting Facility Audits	Carol Mixon-Krendl
2 p.m. ET	Self-Storage Technology and Security	Thomas Brooks
4 p.m. ET	Superior Sales Skills	Sean Landry
6 p.m. ET	Self-Storage Legal Issues	Jeffrey Greenberger
7 p.m. ET	Virtual Management in Self-Storage	Terry Bagley and Josh Boyd

To participate in a scheduled chat, simply visit the Networking Lounge at the appointed time, click on the large chat screen and choose your topic from the list. A window will pop up, and you'll see everyone who's participating live. When you're ready, chime in with your own questions or comments!

DETAILED EDUCATION AGENDA: TUESDAY, SEPT. 29

Please note: After their initial scheduled airing, all education sessions will be available on demand in the virtual environment through Oct. 7.

10 a.m. ET | KEYNOTE ADDRESS

Self-Storage in a Time of Pandemic: Industry Impact and Survival Strategies

Presented by: RK Kliebenstein, Principal, Coast-to-Coast Realty Advisors LLC

The coronavirus has changed life and business worldwide, but not all industries have been hit equally. Though self-storage is resilient, it has been shaken. Whether you're an owner, investor, manager, developer or supplier, you must adapt. Our presenter will examine the new industry landscape, identifying areas of greatest impact and strategies being devised to ensure continued success, even in an unpredictable environment. Discover what it's going to take to thrive in this COVID-19 era.

11 a.m. ET | SEMINAR

7 Things Self-Storage Investors MUST Do to Weather the Recession

Presented by: Scott Meyers, Principal, Kingdom Storage Holdings LLC

Like it or not, a recession is here. Our presenter will touch on industry lessons learned from the Great Recession of 2008 as well as similarities and differences in today's market. He'll share a blueprint on how to navigate this downturn and take advantage of opportunities that will occur, discussing the effects on finance, development and more. You'll learn:

- Statistical data on where we are in the economic cycle
- The effects the recession is having on self-storage compared to 2008
- How the downturn has affected institutional lenders and private-equity markets
- The short- and long-term effects on self-storage development projects
- How to position yourself to take advantage of market opportunities

Noon | SEMINAR

Survivor, Self-Storage Edition: Thriving in an Increasingly Saturated Market

Presented by: Clair Hoover, President and CEO, Freedom Storage Management

As shiny new self-storage facilities crop up in your area, equipped with fancy amenities, advanced technology and attractive services, prospective customers need reasons to keep your facility top of mind and not vote you off their island. Our presenter will share what it takes to compete in an increasingly saturated industry, including operational improvements to boost efficiency and ways to demonstrate your value proposition. Learn how to be the survivor in your market! You'll learn:

- How to identify and market valuable points of differentiation
- Strategies to get all staff pulling in the same direction
- Where to direct resources to compete at the highest level
- Must-have site features and amenities to stay ahead of new competition
- How to measure market success and evolve to meet customer expectations

1 p.m. ET | Q&A SESSION

Self-Storage Investing & Development

Moderated by: Michael Mele, Vice Chairman, The Mele Group of Cushman & Wakefield; Caesar Wright, President, Mako Steel Inc.

Have questions about funding or building a self-storage project? This is the session for you! Ask our hosts your questions about finance, capital markets, rates, real estate, development activity, feasibility, site design, construction materials and methods, and so much more.

2 p.m. ET | SEMINAR

Join the Jetset: Smart Technologies for Innovative Self-Storage Operation

Presented by: Jon Loftin, Vice President and IoE (Internet of Everything) Product Owner, OpenTech Alliance Inc.

Smart technology has made life more convenient than ever. When you open an app on your phone, you're using smart technology. We now have access to an array of connected devices that can improve quality of life and optimize business operation. Advances in self-storage technology can help your operation save money, increase security and enhance your customer experience. Our presenter will discuss the why and how. You'll learn:

- An overview of Alexa voice commands to enhance your operation
- Ways to enhance your existing CCTV cameras with artificial intelligence
- How smart sensors reveal insight and actionable data on customers and prospects
- How to leverage hands-free tenant mobile apps to upgrade the tenant-access experience
- How to manage your HVAC with remote thermostat control

3 p.m. ET | SEMINAR

Winning Your Self-Storage Zoning Battle, Even in the Face of Uncertainty

Presented by: Peter Stuhlfreyer, Founder and Chief Architect, Designhaus LLC

The zoning and planning process is filled with obstacles and opportunities. Our speaker has appeared before officials in nearly 100 cities and attended more than 1,000 hearings. He'll teach you how to turn "no" votes into "yes," and avoid common mistakes that cause towns to deny your ideas. Following his 10 steps will help you get your facility built while your competitors give up on their plans. You'll learn:

- How to discover hidden opportunities that bolster the bottom line
- How to persuade a hostile group to be cooperative
- How to save money and time by following a sequence
- How to quickly uncover objections before you're blindsided
- How to walk away before you spend too much time, money and effort

4 p.m. ET | SEMINAR

The Full Enchilada: Competitive Compensation and Motivation for Self-Storage Staff

Presented by: Susan Haviland, Owner, Haviland Storage Services

The success of any self-storage operation depends largely on the competency and motivation of its management team. Finding talented employees is important, of course; but retaining them is also critical in protecting your multi-million-dollar investment. Our presenter will help you determine the appropriate compensation to keep your team engaged and happy, including salaries and wages, bonus plans, benefits, and other incentives designed to keep them working for the success of your business. You'll learn:

- How to determine fair and competitive compensation for staff
- How to structure an effective bonus program
- Considerations for offering benefits such as health insurance and paid time off
- Alternative incentive strategies to consider
- Other ways to motivate managers and keep them loyal

5 p.m. ET | Q&A SESSION

Self-Storage Management & Operation

Moderated by: *M. Anne Ballard, President of Marketing, Training & Developmental Services, and Stacie Maxwell, Vice President of Marketing and Training, Universal Storage Group*

Have questions about successfully operating a self-storage business? This is the session for you! Ask our hosts your questions about revenue management, sales strategies, customer service and experience, marketing, site maintenance, staff issues, and so much more.

6 p.m. ET | SEMINAR

Optimizing the Elements of the Online Storage-Rental Experience

Presented by: *John Jordan, Co-Founder, Go Local Interactive*

Consumers are impatient when they're searching for a product or service, and if you don't provide the information they're seeking quickly, you'll lose them to a competitor in the blink of an eye. We all know how important online presence is today, and that includes your website. In this session, you'll learn specific optimization techniques for improving your user experience (UX), from the landing page to the final transaction. You'll learn:

- How to use UX testing, heat-mapping, chat features and offline data collection
- How to integrate content to answer customers questions
- Why data collection too early in the transaction process can push people away
- How reservations plus rental options can lift website performance
- How the presentation of fees and discounts can confuse (and lose) customers

DETAILED EDUCATION AGENDA: WEDNESDAY, SEPT. 30

Please note: *After their initial scheduled airing, all education sessions will be available on demand in the virtual environment through Oct. 7.*

10 a.m. ET | EXPERT PANEL

What Comes Next? A Panel Discussion of Self-Storage in a Post-COVID World

Moderated by: *Rick Beal, Co-Founder, Atomic Storage Group*

Panelists: *Bill Bellomy, Partner, Bellomy & Co.; Terry Campbell, Executive Vice President of Small Business Lending, Live Oak Bank; Jamie Lindau, National Sales Manager, Trachte Building Systems; Magen Smith and Matthew Van Horn, Co-Founders, Atomic Storage Group*

Understanding that the self-storage industry has been impacted across all segments by the coronavirus health crisis and the strategies being used in facility investing and operation today, where might the business be headed? The pandemic is unprecedented and unpredictable, making it tough to pinpoint its trajectory. Our experts will share their predictions, based on their many years of industry practice, and current observations of customers, staff, market dynamics and performance.

11 a.m. ET | SEMINAR

Checks and Balances: Site Auditing for Self-Storage Success

Presented by: Carol Mixon-Krendl, Owner and President, SkilCheck Services

Site audits play an extremely important role in effective self-storage operation. Our presenter will offer insight to help supervisors implement proactive and preventive measures that ensure stronger site performance and minimize drains on productivity and revenue, such as employee theft and lack of policy compliance. She'll share an overview of the auditing process, areas to evaluate, red flags to watch for and what to do when problems are uncovered. You'll learn:

- The most important numbers on your management-report summary
- How data manipulation affects overall profitability
- Policies that improve site performance and deter employee theft
- Policies that improve income reporting and employee productivity
- Measures you can implement to deter and encourage policy compliance

Noon | SEMINAR

Smart Strategies to Reduce Self-Storage Building Costs

Presented by: Edward A. Gazzola, CEO, Bennett & Pless Inc.

When developing self-storage, there are lots of things that can increase cost and risk, and many are related to the structural design of the building. In this session, you'll learn the most important items that affect construction spending and get simple tips to evaluate your proposed building for too much design (i.e., extra cost) or too little (i.e., extra risk). You'll learn:

- The impact of the structural design on construction costs
- How to address large lateral loads (earthquake/high wind)
- How to address poor soil conditions
- Innovative ideas to reduce the cost of materials or labor
- Common building-design myths

1 p.m. ET | Q&A SESSION

Self-Storage Technology & Security

Moderated by: Thomas Brooks, Managing Director, PTI Security Systems; Robert Chiti, CEO, OpenTech Alliance Inc.

Have questions about how to best use technology and security tools as part of your self-storage operation? This is the session for you! Ask our hosts your questions about software, websites, kiosks, mobile tools and apps, electronic locks, gate systems, PWAs, smart systems and so much more.

2 p.m. ET | SEMINAR

You Might Need a Self-Storage Lawyer if...

Presented by: Jeffrey Greenberger, Partner, Greenberger & Brewer LLP

Regardless of their industry experience, sooner or later, every facility operator will need to call an attorney. After all, there are some intersections of law and self-storage that are extremely counterintuitive. You may take the wrong course of action and end up facing personal or company liability. Our presenter will discuss the most common situations in which operators should absolutely seek legal advice and why. You'll learn:

- When you must call a self-storage attorney
- Areas of self-storage law that are confusing and counterintuitive
- Situations in which it might be illegal or unethical for you to handle your own legal matters
- Which issues, if handled improperly, can result in criminal liability
- Why bankruptcy doesn't make sense for self-storage operations

3 p.m. ET | SEMINAR

Clinch the Deal: 7 Steps to Superior Self-Storage Sales

Presented by: Sean Landry, Owner and President, Expert Storage Management

Self-storage managers juggle many responsibilities, but as always, renting units is the No. 1 priority! Sometimes it seems like you need a degree in salesmanship to be truly successful. This seminar will break down the ultimate process for transforming leads into rentals. Our presenter will detail what to say and how to say it when the office phone rings or someone walks in the door. You'll learn:

- How to create true rapport with your customers
- How to convert more leads into rentals
- How to earn lifelong tenants and referrals
- How to effectively market your facility
- How to overcome objections and close the deal

4 p.m. ET | SEMINAR

Structuring Self-Storage Deals in a New Reality: A Guide for Buyers and Sellers

Presented by: Ben Vestal, CEO, Argus Self Storage Advisors

The real estate market has transformed in response to the coronavirus pandemic, and self-storage transactions have changed right along with it. The buy/sell process is more competitive than ever, and property price is only part of the equation. What separates the winners from the losers and positions an owner/investor for success? Deal terms and structure! In this session, you'll get insight to both. You'll also hear about underwriting and how facility value has altered. Find out how to be a competitive buyer or seller in an even more competitive marketplace. You'll learn:

- Deal structuring for today's volatile times
- How to make your offers stand out from others in the market
- How to protect your investment during a sales transaction
- How to be tough but fair in negotiations
- Where are we in the real estate cycle and how it impacts your investment horizon

5 p.m. ET | Q&A SESSION

Self-Storage Legal Q&A With Jeffrey Greenberger

Presented by: Jeffrey Greenberger, Partner, Greenberger & Brewer LLP

Get your legal questions answered in this open-forum-style Q&A. Make your list in advance and be ready to fire off your inquiries in this no-holds-barred session designed specifically to help you improve your operation as soon as you get back to the office.

Tech Evolution: Exploring the Self-Storage Virtual-Management Model

Presented by: Terry Bagley, President of Smart Entry & Facility Automation Division, Janus International; Josh Boyd, President, StorEase

Unattended facilities are growing in popularity. While there are many successful models, operators often have questions about how to make automation work for them. In this session, you'll hear how new technology has made virtual management possible. From automating the move-in process, to improving tenant access, to building and development considerations—they'll cover it all! You'll learn:

- How technology has improved the tenant onboarding experience
- What technology is available to help operators fully automate the move-in and -out process
- Best practices for virtual management
- How to provide high levels of customer service and convenience with virtual management
- How to keep unattended facilities secure and eliminate costly, manual processes

A Big Thanks to Our Esteemed Presenters!

To learn more about the expert presenters who comprise the ISS Virtual Event education program, please visit issworldexpo.com/virtual and choose "Speakers" from the top navigation bar. There, you'll see headshots and read detailed biographies.

We want to express our deep gratitude to everyone who's presenting or moderating a session during this online conference. The expertise and ongoing support offered by these professionals are invaluable. Thank you for standing by the ISS brand through the tumult caused by the coronavirus pandemic.

WE APPRECIATE YOU!

Thanks Also to Our Valued Sponsors!

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