

2017 SOUTHEASTERN CONVENTION & TRADE SHOW SCHEDULE

Monday, November 13		
<i>Time</i>	<i>Event</i>	<i>Speaker</i>
11AM-1PM	Registration Opens	
11AM	Vendor Setup	
1-1:45PM	Keynote Address	Joel Keaton, CubeSmart
2-2:45PM	BREAKOUT SESSION I	
	1) "The Science of Internet Marketing: Unlocking Your Self-Storage Facility's Web Potential"	Chris Baird, Automatit
	2) "Late to Lien"	Jeff Greenberger, Greenberger & Brewer
3-3:45PM	BREAKOUT SESSION II	
	1) Revive, Restore & Reinvent your Facility	Troy Bix, Janus International
	2) The Path the Rentals "Marketing and Operations working together for a connected customer experience."	Lynn Sykes & Melissa Stiles. Storage Asset Management
4-5PM	INDUSTRY ROUNDTABLES	
5-6PM	Pre Tailgate & Silent Auction	
6-8PM	Tailgate Buffet	
8:30PM	Carolina Panthers vs. Miami Dolphins	
Tuesday, November 14		
<i>Time</i>	<i>Event</i>	<i>Speaker</i>
8AM	Registration Reopens	
8-8:30AM	Breakfast	
8-10AM	Vendor Hall	
10AM	BREAKOUT SESSION III	
	1) Build Your Brand, Build Your Business	Kelly Wirges, ProMax Training
	2) Auditing	Linnea Appleby, Lime Tree Management
11AM	BREAKOUT SESSION IV	
	The Power of YOU	Kelly Wirges, ProMax Training
	2017 North Carolina Rate Survey	Mike MacManus & Stacey Gorman, Marcus & Millichap
12NOON	Luncheon - State Legislative Update & Annual Membership Meeting	
1:15PM	Legal & Legislative Update	Scott Zucker, Weissman Zucker Euster Morochnik
2:15PM	Adjourn	