



Level Up ↑

NCSSA CONVENTION AND TRADE SHOW

November 8-9, 2021

*Embassy Suites by Hilton Raleigh Durham Research Triangle
201 Harrison Oaks Boulevard
Cary, NC 27513
919.677.1840*

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- **SCHEDULE**
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JANUS
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FEATURING



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MONDAY, November 8

*Subject to change

10:00am – 11:00am – TRADE SHOW SETUP – Biltmore/Hope/Bellamy/Mendenhall

10:00am – REGISTRATION OPEN – Blowing Rock/Chimney Rock Foyer

Bags Sponsored by BETCO

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11:00am – 12:45pm - TRADE SHOW OPEN - Biltmore/Hope/Bellamy/Mendenhall



Noon – 12:45pm – LUNCH – Blowing Rock/Chimney Rock

Grab-n-Go lunch available in Blowing Rock/Chimney Rock foyer.



12:45pm – 1:00pm – Blowing Rock/Chimney Rock

WELCOME – Robert High, Robert High Development LLC and Kevin Leebrick, My Storage Ops

1:00pm – 1:15pm - Blowing Rock/Chimney Rock

LEGISLATIVE UPDATE: Johnny Tillett and D. Bowen Heath, McGuire Woods

1:15pm – 2:00pm - Blowing Rock/Chimney Rock

KEYNOTE: John Chang, Marcus & Millichap



2:00pm – 2:15pm – Break

2:15pm – 3:00pm – Smith/Cameron/Reynolds

Concurrent #1 – Smith – *Marketing Analytics – What it Means for Your Digital Marketing Programs* - Melissa Stiles, Storage Asset Management

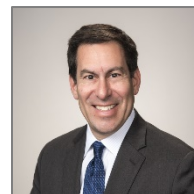
Concurrent #2 – Cameron – *Hiring and Retaining Employees in Today's Competitive Environment* – Cindy Ashby, StorEase

Concurrent #3 - Reynolds – *Strategies for Optimizing Revenue Management* – Kevin Leebrick, My Storage Ops

3:00pm – 3:15pm - Break

3:15pm – 4:45pm – Blowing Rock/Chimney Rock

LEGAL UPDATE - Scott Zucker, Self Storage Legal Network and Weissmann and Zucker Reception Sponsor, Janus International Group



4:45pm-5:15pm

National SSA Update - Daniel Bryant, Self Storage Association

5:15pm – 6:30pm – Trade Show and Reception

Sponsored by Janus International Group, Marcus & Millichap



6:30pm – 8:00pm - Dinner - Blowing Rock/Chimney Rock

Tuesday, November 9

*Subject to change

7:00am – Registration Open – Carolina Ballroom Foyer

Bags Sponsored by BETCO

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7:00am - 8:00am – Breakfast

Embassy Suites guests includes breakfast in the Atrium.

Sponsored by Mako Steel & Rabco Companies



8:00 am - 9:30am – Trade show open Biltmore/Hope/Bellamy/Mendenhall

Continental breakfast for attendees not staying in the hotel.

Embassy Suites guests includes breakfast in the Atrium.

9:30am – 10:15am – Smith/Cameron/Reynolds

Concurrent #1 – Smith – *Google My Business* - Tommy Nguyen, Storage Pug

Concurrent #2 – Cameron – *Using Technology to Up Your Game* –Brad Minsley @ Davinci Lock , Theresa Gallas, Janus International, Jon Loftin, OpenTech Alliance

Concurrent #3 - Reynolds – *Managing Leads and Improving Close Rates* – Roby Pait, Storage Asset Management

10:15am – 10:30am – Break

10:30am – 11:30am pm Blowing Rock/Chimney Rock

OWNERS PANEL - *Leveling Up Your Operations* - Linda Branch, Storage Solutions LLC (Moderator); Wiliam Burnette, Area Storage; Guy Middlebrooks, CubeSmart; Eddie Stallings, Stallings Storage, Inc.

11:30am – 11:45am – Break

11:45am – 12:30pm Blowing Rock/Chimney Rock

CLOSING GENERAL SESSION – *How to Compete with National Operators and Win* - Alyssa Quill, Storage Asset Management



12:30pm – 1:45pm - Lunch with exhibitors, Trade Show - Biltmore/Hope/Bellamy/Mendenhall

Grab-n-Go Lunch located in Blowing Rock/Chimney Rock foyer

1:45pm - Exhibitor break down Biltmore/Hope/Bellamy/Mendenhall