



***Schedule of Events**

NCSSA August Seminar Schedule

August 12, 2024

**The Surf Club, Inc
Wrightsville Beach, NC**

8:30am Exhibitor Setup/Registration Open

9:00am - 10:00am Coffee/Networking/Visit with Exhibitors

10:00am – 10:15am **Welcome Attendees and Introduction of Sponsors**
Mindy Hart, Morningstar

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10:15am – 10:30am **Legislative Update –** SSA's SVP, Chief Legal & Legislative Officer will fill us in on what's happening with SSA's lobbying efforts and what to expect for 2025. **Joe Doherty, Self Storage Association**

10:30am – 11:15am **Auditing Your Operations -** Join CPA and storage owner/developer Magen Smith as she talks about the importance of auditing your self storage operations regularly. **Magen Smith, CPA, Atomic Storage Group**

11:15am – 11:30am **Break**

11:30am – 12:30pm **Tenant Behavior Trends and Self Storage Marketing**
In this session, Jon will discuss OpenTech's 2024 Self Storage White Paper that includes knowing your user, when your customer favors technology during the customer journey and more. **Jon Loffin, OpenTech Alliance**

12:30pm - 1:30pm Lunch and Visit with Exhibitors

1:30pm Exhibitor Breakdown

*Schedule is subject to change