



# Schedule of Events

## NCSSA August Seminar Schedule

August 18, 2025 - 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**  
*Lynn Sykes, NCSSA President, Storage Asset Management*

10:15am – 11:15am **Manager's Panel – Mastering Operations: Boosting Revenue, Controlling Expenses and Maintaining Excellence**



*Sue Haviland, Haviland Storage Services (Moderator), Tana Bryant, Universal Storage Group, Demarco Southerland, Morningstar Properties,*

This dynamic panel discussion brings together seasoned managers and operational leaders to explore proven strategies for optimizing business performance. Attendees will gain insights into how top managers drive revenue growth, manage costs efficiently, and uphold high standards of quality and service. The session will feature real-world examples, practical tools, and actionable advice to help operational leaders thrive in competitive environments.

11:15am – 11:30am Break

11:30am – 12:30pm **From Manual to Magical: AI's Impact on Self-Storage Operations, Marketing, and Training**



*Stacie Maxwell, SecureLease*

Discover how AI is revolutionizing the self-storage industry by streamlining operations, enhancing security, and boosting customer satisfaction. This session will cover practical ways to integrate AI tools for predictive maintenance, smart surveillance, automated customer service, dynamic pricing, and staff development. Learn how to reduce costs, increase efficiency, and drive revenue with real-world strategies that give your facility a competitive edge in today's tech-driven market.

12:30pm – 1:30pm Lunch and Visit w/ Exhibitors

1:30pm - 2:15pm

### **Maximizing Value in a Shifting Market: Insights from a Self-Storage Lender**



*Anne Mino, Live Oak Bank*

Join Anne for a data-driven and actionable session tailored specifically for self-storage owners navigating today's dynamic market. Anne will unpack key transaction trends by property type with comparisons across 2023, 2024, and the first half of 2025. She'll explore the factors driving shifts in deal volume and valuations—and more importantly, what those shifts mean for you.

Whether you're looking to **sell, buy, or build long-term value**, you'll walk away with real-world advice on how to position your facility for success. Learn what lenders are looking for, how to improve your property's value, and how financing options like SBA loans can support your next move.

2:15pm

Exhibitor Breakdown

\*Schedule is subject to change