



2025 August Seminar

August 18, 2025

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

PROGRAM



*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

Thank you to our Partnership Program Sponsors!



Thank You to our Sponsors!



Thank You to our Exhibitors!



MEMBERSHIP MATTERS



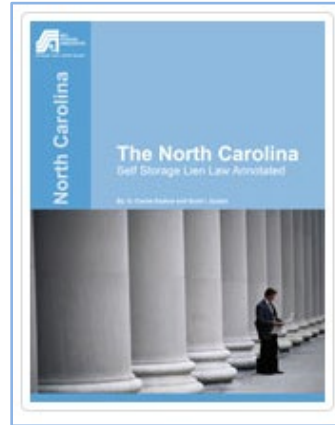
Join the North Carolina Self Storage Association

FREE NC Lien Law Book, a \$60 Value!

SEMINAR SPECIAL! JOIN TODAY at the Registration Desk and SAVE \$50!

Membership Benefits Include:

- ✓ Industry Advocacy – We are your voice!
- ✓ Networking
- ✓ NC Rental Agreement
- ✓ Member Only News and Information
- ✓ Education and Training
- ✓ Monthly National SSA Magazine
- ✓ Member Only Discounts to all NCSSA Events
- ✓ Q&A Discussion Forum
- ✓ Auction Calendar
- ✓ Seminars, Networking Events
- ✓ Annual Convention and Trade Show
- ✓ Hardship Relief Fund
- ✓ Quarterly NCSSA e-Newsletter
- ✓ Add the SSA Legal Network Affiliate Plan
- ✓ Access the Certified Self Storage Managers Course
- ✓ Discounts to SSA National Conferences and MORE!



Other Ways to JOIN - Scan the QR Code or go to www.ncssaonline.org



NORTH CAROLINA SELF STORAGE ASSOCIATION ANTITRUST POLICY

Policy of SSA Managed States

It is the unqualified policy of the North Carolina Self Storage Association (NCSSA) to conduct its operations in strict compliance with the antitrust laws of the United States. The NCSSA antitrust policy prohibits any discussions which may constitute or imply an agreement or understanding concerning:

1. prices, discounts, or terms or conditions of sale;
2. profits or profit margins or cost data;
3. market shares, sales territories or markets;
4. allocation of customers or territories;
5. selection, rejection or termination of customers or suppliers;
6. restricting the territory or markets in which a company may resell products;
7. restricting the customers to whom a company may sell; or
8. any matter which is inconsistent with the proposition that each owner, operator, manufacturer, wholesaler and distributor must exercise its independent business judgment in pricing its services or products, dealing with its customers and suppliers and choosing markets in which it will conduct business.



THE SSLN AFFILIATE PLAN

The Self Storage Legal Network Affiliate Plan is designed specifically for the smaller storage operator that is not a member of the national Self Storage Association but is a member in good standing of an affiliated state Self Storage Association or is a licensee or franchisee of a member of the national Self Storage Association. The Plan is also designed for operators with one to three facilities. Pricing for this Plan is reduced to make it affordable for smaller operators.

The SSLN service provides storage operators with access to the legal information that they need to respond to day to day circumstances that may arise at their facilities and, most importantly, gives them to tools to avoid mistakes that can lead to costly lawsuits.

"As one of the founding members of the SSA, we greatly value the Legal Network. The response is immediate with an in-depth explanation we can understand."

John Yelland

Yelland Properties / Pouch Self Storage

**For more information,
scan the QR code:**



SSA 2025 FALL

CONFERENCE & TRADE SHOW

SEPTEMBER 2–5
ARIA RESORT & CASINO
LAS VEGAS



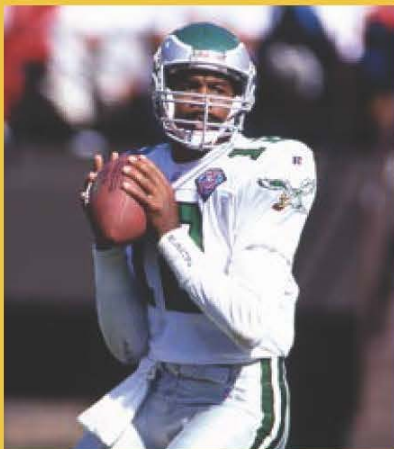
50
YEARS

Celebrate 50 Years



REGISTER NOW

Use the affiliate code Fall251001 for discounted registration



SSA FOUNDATION FUNDRAISER

TUESDAY, SEPTEMBER 2 • 5:30–7:00 PM
JUNIPER 3 & 4 • ARIA RESORT & CASINO
\$250 ENTRANCE FEE

MEET PRO FOOTBALL LEGENDS
FOOD AND DRINK, GAMES, AND MUCH MORE



Join your colleagues
at Allegiant Stadium as
we celebrate 50 years.

Food, drinks, games, locker
room tours and a special
concert with multi-platinum
musician Darius Rucker.

WEDNESDAY, SEPTEMBER 3 • 6:00–9:00 PM • ALLEGiant STADIUM