

# 2025 NCSSA Convention & Trade Show

## ***Bounce Back, Build Forward***

Monday, November 3

\*Subject to change

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10:00am – **REGISTRATION OPEN** – Foyer

10:00am – 11:00am - **TRADE SHOW SETUP**- Chimney Rock/Biltmore/Hope/Bellamy/Mendenhall

11:00am – 12:45pm –**Visit TRADE SHOW (LUNCH served at 12:00pm)** – Chimney Rock/Biltmore/Hope/Bellamy/Mendenhall

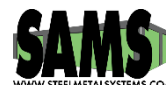
Lunch Sponsored by



12:45pm – 1:15pm – Blowing Rock/Tanglewood/Pinehurst - **WELCOME** – Lynn Sykes, Storage Asset Management, NCSSA President and **NCSSA HALL OF FAME INDUCTIONS**

1:15pm – 2:15pm – Blowing Rock/Tanglewood/Pinehurst – Keynote/Panel/General Session  
**Legislative Panel** – Come hear from SSA's SVP, Chief Legal and Legislative Officer Joe Doherty and state legislators discuss the latest issues in NC that you need to know about.

2:15pm – 2:30pm – Break Sponsored by



2:30pm – 3:30pm – **CONCURRENT SESSIONS**

**Concurrent #1 - Smith – The Power of Prevention: Practical Strategies for Maintenance and Asset Management in Self Storage** - *Jessie Lamb, nodaFI.*

Smart operators know that maintenance isn't just about fixing what's broken, it's about protecting your assets, your revenue, and your customers' trust. This session will cover practical, real-world strategies for creating and executing maintenance and asset management plans that extend the life of your roofs, gates, HVAC systems, and other critical infrastructure.

**Concurrent #2 – Cameron – Remote Control: How AI is Powering the Next Generation of Self Storage Operations – Rodolfo Ramirez/Mason Levy, swivl and Jake Copper, Copper Storage Management.**

What was once considered a bold experiment - operating a facility without full-time onsite staff - is now a proven, strategic advantage. Today's leading self storage operators are embracing a new model that combines AI, automation, and remote teams to deliver exceptional tenant experiences while cutting costs and increasing operational agility. What You'll Learn:

- How AI drives multi-channel remote operations, including voice, web, SMS, and email
- A behind-the-scenes look at the full remote tech stack-from swivl's automation engine to Copper's centralized management model
- How to stay in control and maintain visibility across your portfolio-without needing to be onsite
- Best practices for rolling out AI and remote workflows across multiple locations

**Concurrent #3 – Reynolds – Navigating the Current NC Self Storage Financing Landscape—Anne Mino, Live Oak Bank.** This session will take a deep dive into diverse financing strategies. This session covers everything from traditional financing options like conventional lending and SBA programs to more creative approaches such as seller notes and self-directed IRAs. You'll gain valuable insights into the pros and cons of each method, learning how to customize a funding strategy that aligns with your goals and resources.

3:30pm – 3:45pm – Break Sponsored by



3:45pm – 4:45pm - **CONCURRENT SESSIONS**

**Concurrent #1 - Smith – Storage Operations and Marketing AI - What It Means to the Customer - Melissa Stiles, Storage Asset Management and Andrew Capranos, 10 Federal.**

This session explores how technology and artificial intelligence are reshaping both the operational backbone and customer-facing marketing of self-storage. On the operations side, we will cover how automation, digital tools, and data-driven decision making improve efficiency, security, and customer convenience. On the marketing side, we will highlight how AI personalizes outreach, enhances SEO, and streamlines engagement through tools like chatbots.

Most importantly, we will frame these innovations through the customer lens, showing how they lead to greater convenience, transparency, and trust. Attendees will leave with a clear understanding of how integrated operations and marketing AI create a seamless, modern storage experience that sets facilities apart in a competitive market.

**Concurrent #2 – Cameron – Stuck in the Slow Lane for Profits? Store-Within-a-Store Profit Centers – RK Kliebenstein, Self Storage LLC.**

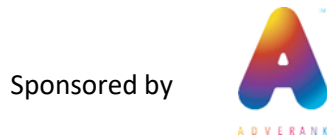
Many operators today are looking for a super-highway to profits, and it all starts with understanding that self-storage locations can generate far more profit than just renting the space behind the doors. This session is dedicated to unlocking the profits within your offices and front-of-house operations. Learn how to leverage store-within-a-store profit centers to generate significant new door swings and revenue. We'll explore various successful models and show you the exact steps needed to implement these ancillary businesses-like specialized retail, moving services, or other strategic partnerships-to maximize every square foot and dollar generated at your site. See you on the Auto-bahn! Attendees will leave this session able to:

- Identify and evaluate viable store-within-a-store profit centers that are successful within the self-storage model.
- Develop a strategy for implementing ancillary businesses that generate new traffic and increase overall site visibility.
- Calculate the potential ROI for adding new profit centers to their existing operations.

- Convert new foot traffic from ancillary services into qualified self-storage leads.

**Concurrent #3 Reynolds** – Security Topic, speaker TBD

**4:45pm – 6:45pm - TRADE SHOW RECEPTION** - Chimney Rock/Biltmore/Hope/Bellamy/Mendenhall



6:45pm – Trade Show Break Down

## Tuesday, November 4

\*Subject to change

7:30am – **REGISTRATION OPEN** – Foyer

8:00am – 8:45am – Breakfast

Breakfast Sponsored by



**OWNER TRACK** - Blowing Rock/Tanglewood/Pinehurst

**8:45am – 9:30am**

**Life After Self Storage** – *Eddie Stallings and Linda Branch + Charlotte Burnette and Katherine Trainor, JP Morgan Private Bank.*

What happens after you sell your self storage business? In this candid conversation, two retired self storage owners join forces with two experienced wealth managers to explore the realities of life after exit. Whether you're planning an exit or just thinking ahead, this session offers practical, personal and humorous insights on building wealth, purpose, and peace of mind beyond self storage.

**9:30am – 9:45am** – Break Sponsored by



**9:45am – 10:30am - The Self Storage Operator's Guide to AI for SEO & Marketing** - *Tommy Nguyen, StoragePug.*



In this presentation, we will explore artificial intelligence for self storage owners and operators who want to improve their marketing and search engine optimization. You'll learn practical, accessible ways to leverage AI tools to attract more customers, increase occupancy rates, and grow your business - even if you've never used AI before. Tech-savvy and marketing expertise not required!

This is a fun tour of AI's usage in self storage, perfect for operators of all experience, from newbies to industry veterans.

- What AI actually is (in plain English) and why it matters for your self storage business
- How to use AI tools to create better content for your website and social media
- Ways to improve your local SEO with AI assistance
- Simple automation techniques to save time on marketing tasks
- Practical implementation steps that don't require technical expertise
- Real-life AI prompts to turn marketing and SEO ideas into more rentals and happier customers

10:30am – 10:45am – Break Sponsored by



10:45am – 11:30am

Session – TBD

**MANAGER TRACK** - Chimney Rock/Biltmore/Hope/Bellamy/Mendenhall

**8:30am – 9:15am - Sales and Operations in Self Storage** - Lynn Sykes, *Storage Asset Management and Tana Bryant, Universal Storage Group.*



In this session we'll cover phone and in-person sales, having the confidence in yourself and the knowledge of the property to make that sale. We'll also discuss using AI to clean up and enhance your marketing and operations.

9:15am – 9:30am – Break Sponsored by



**9:30am – 10:30am – NCSSA Legal Session** – Ashley Oblinger, Zucker Weissman LP



In this session, Ashley will discuss the NCSSA lien law and the importance of reviewing your lease. He'll also answer common questions the NCSSA receives through their online Q&A site.

10:30am – 10:45am – Break Sponsored by



**10:45am – 11:30am – Outrank, Outshine, Outlook: Driving Growth Through Digital Marketing Strategy** - Jessica Johnson, *The Storage Group.*



In today's competitive self-storage market, operational excellence alone isn't enough. As more tenants search for storage solutions online, facility leaders must ensure their properties *stand out digitally* to capture market share. This session is designed for those who want to turn digital marketing into a business growth engine. We'll cover the most effective strategies, from SEO, PPC, local listings, and social media to managing online reviews, and show how to align these tools with your business goals. You'll gain practical insights on how to evaluate your marketing ROI, guide your teams, and implement a cohesive digital strategy that increases lead flow, boosts occupancy, and strengthens your facility's brand position. You will leave this session equipped to:

- Developing and Leading a strong online presence that supports long-term growth
- Evaluate website performance and conversion optimization
- Leverage social media and content for brand visibility and engagement
- Manage your facility's reputation and turning reviews into a competitive advantage

**FOR ALL ATTENDEES**

**11:30am – 12:30am**

**ROUNDTABLES** – Join us as we have a number of topics of interest to owners, operators and managers of self storage facilities. You'll be handed a list of roundtables onsite so you can select those where the discussion will benefit you most. We will ring the bell at 12-minute intervals to allow you time to 'table- hop' and participate in 3 different table discussions during this session.

**12:30pm –Grab n Go Snacks – Chimney Rock/Blowing Rock Foyer**