



NCSSA February Seminar Schedule of Events

February 2-3, 2026
The Inn on Biltmore Estate
Asheville, NC

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February 2, 2026

3:00pm – 4:00PM **Registration Open & Exhibitor Setup**, Inn Gallery

5:30pm – 7:00pm **Welcome Reception & Exhibits Open**, Hunt & Olmsted Rooms

February 3, 2026

8:00am - 9:30am **Registration Open**, Inn Gallery, **Exhibits Open, Coffee and Pastries**, Inn Gallery

9:30am – 9:45am **Welcome Attendees, Demarco Southerland, NCSSA President**
Introduction of Seminar Sponsors, Vanderbilt Ballroom

9:45am – 10:30am



Self Storage Outlook and How Fed Rate Cuts Impact the Market –

Stacey Gorman, Marcus & Millichap

Stacey will give us a forward-looking view of the self storage industry and will explore current market trends and examine how potential Federal Reserve rate cuts could impact financing, investment activity, and overall demand within the self storage sector.

10:30am – 10:45am

Break

10:45am – 11:30pm



Build, Expand, or Walk Away? Using Feasibility to Make Smart Self-Storage Decisions –

Lou Barnholdt, Universal Storage Group

Unsure whether to build, expand, or pause? This session explains a feasibility-driven framework to analyze supply, demand, demographics, traffic, unit mix, and lease-up timelines—helping owners avoid mistakes and identify when to build, expand, or sell.

11:30am – Noon



Legislative Update – Status of NC Property Tax Bill and More –

Joe Doherty, SSA

Joe will provide an update on the current legislative issues impacting our state. He will discuss the NC Property Tax Bill and explain how it could affect your property. If you have any legal questions, please feel free to bring them with you for Joe to address.

Noon – 1:00pm

Lunch and Networking, Inn Gallery
Exhibits Open, Inn Gallery

1:00pm – 2:00pm



AI & How You Can Make the Most of it in Your Self Storage Business –

Tommy Nguyen, StoragePug

Artificial intelligence is a powerful tool for self storage operators of all sizes. This session will break down what AI means for your business and share practical ways it can be used to improve operations, marketing, customer service, and decision-making.

1:00pm

Exhibitor Breakdown

2:00pm

End of Seminar