## NCSSA May Workshop:  Independent Operator Success Series 101

Join us for a highly interactive workshop designed specifically for self storage owners and operators. This session will feature three focused discussion tables, each led by an experienced industry facilitator. Participants will remain at their table while facilitators rotate every 45 minutes, ensuring everyone has the opportunity to explore each topic in depth.

Each roundtable is designed to encourage open conversation, practical insights, and real-world problem solving in a small group setting.

**Facilitators:**

**Cindy Ashby of Dynamic SS Solutions**

**Tana Bryant of Universal Storage Group**

**Kevin Leebrick of My Storage Ops**

### Topics Include:

### Industry Landscape & Independent Operator Challenges – Cindy Ashby

- consolidation of the industry
- technology and marketing shifts
- changing consumer behavior

### Understanding Your Facility Performance – Tana Bryant

- occupancy trends
- revenue trends
- move-in vs move-out patterns
- lead conversion

### Customer Lifecycle Management – Kevin Leebrick

- onboarding tenants
- communication during operational changes
- retention strategies
- reducing move-outs

**Case Study:** The final session will be a case study from a technology company that specializes in AI data analytics for the self storage industry. More details to follow.

This workshop format provides a unique opportunity to exchange ideas, ask questions, and learn directly from both the facilitators and fellow operators in a collaborative environment. Whether you are looking to better understand your facility's performance, navigate industry changes, or strengthen tenant relationships, you'll walk away with practical insights you can apply immediately.

### Schedule: * subject to change

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| 9:30am | Registration Open |
| 9:30am - 10:00am | Coffee/Pastries/Networking/Exhibits Open |
| 10:00am – 10:15am | **Welcome and Introduction of Workshop** Demarco Southerland, *NCSSA President, Morningstar Properties* |
| 10:15am – 11:00am | **Session 1** |
| 11:00am – 11:15am | Break – visit with Exhibitors |
| 11:15am – 12:00pm | **Session 2** |
| 12:00pm – 12:15pm | Break – visit with Exhibitors |
| 12:15pm – 1:00pm | **Session 3** |
| 1:00pm – 2:00pm | Lunch – visit with Exhibitors |
| 2:00pm – 2:45pm | **Session 4 – Case Study** |
| 2:45pm | Meeting adjourned |