



Schedule of Events

NCSSA August Workshop 201

Independent Operator Success Series

August 10, 2026 - The Surf Club, Inc

Wrightsville Beach, NC

9:00am	Exhibitor Setup/Registration Open
9:30am - 10:00am	Coffee/Networking/Visit with Exhibitors
10:00am – 10:15am	Welcome Attendees and Introduction of Sponsors <i>Demarco Southerland, NCSSA President, Morningstar Properties</i>
10:15am – 10:45am	Recap of May Workshop 101 with Tana Bryant, Universal Storage Group, Cindy Ashby, Dynamic SS Solutions and Kevin Leebrick, My Storage Ops
10:45am – 11:00am	Move to tables to get ready for sessions
11:00am – 11:45am	Session 1
11:45am – 12:00pm	Break and visit with Exhibitors
12:00pm – 1:00pm	Session 2
1:00pm – 2:00pm	Lunch and Visit w/ Exhibitors
2:00pm – 2:15pm	NC Senator Michael Lee, District 7
2:15pm - 3:00pm	Session 3
3:00pm	Meeting adjourned and Exhibitor Breakdown

*Schedule is subject to change



Michael Vincent Lee is a Republican member of the North Carolina State Senate. Lee was first appointed to office in August 2014. He was elected as majority leader in April 2025. Lee holds a bachelor's degree from the University of North Carolina Chapel Hill and a Juris Doctor degree from Wake Forest University. As a lawyer, Lee started his own law firm in 2012.

Facilitators:



Tana Bryant,
Universal Storage Group



Roby Pait, NCSSA
Board Member



Brian Swan,
Pinnacle Storage

Session Topics Include:

Competing Against Larger Operators – Brian Swan, Facilitator

- service differentiation
- local market knowledge
- reputation and community presence

This is where independents win.

Operational Profit Drivers – Roby Pait, Facilitator

- insurance participation
- retail sales
- collections discipline
- digital marketing

90-Day Storage Facility Improvement Plan - Tana Bryant, Facilitator

Days 1–30: Assess & Prioritize

- Walk the property and identify repair, security, and curb appeal issues.
- Review occupancy, pricing, delinquency, and lead conversion.
- Establish baseline KPIs and create a prioritized action list.

Days 31–60: Execute Improvements

- Complete high-priority repairs and maintenance.
- Improve lead follow-up, create a sales process and review / improve customer service (analyze your Google reviews, move out surveys, etc.).
- Adjust pricing and promotions to drive occupancy and revenue.

Days 61–90: Measure & Optimize

- Review occupancy, revenue, and conversion results.
- Complete remaining improvement projects.
- Implement ongoing processes for maintenance, sales, and performance tracking.

90-Day Goals

- Increase occupancy
- Improve property appearance and security
- Reduce delinquency
- Increase revenue
- Create a consistent, customer-focused operation that is positioned for long-term growth.