



GASSA

Georgia Self Storage Association

HAPPY NEW YEAR!

NEWSLETTER
Issue 8 | January, 2016

Introducing the 2016 GASSA Board of Directors:



**M. Anne Ballard - President
Universal Storage Group**

Anne Ballard is former Founder and President of Universal Management Company, as well as 2015 GASSA President, and past Board member of the SSA as well as Senior Faculty member for the SSA's Regional Supervisor's program. Universal manages Self Storage facilities in GA, VA, SC, NC, LA, AL, FL, TN, CO, NY, PA and OK. Anne is now President of Marketing, Training and Developmental Services for Universal Storage Group.



**Stacey Gorman - Vice
President
Tucker Self Storage**

Stacey Gorman is the Director of Self Storage and Vice President at Marcus & Millichap. She has been an active member of GASSA for over 14 years. With her extensive knowledge of the Self Storage industry she is considered to be a trusted advisor by many storage owners over the years.



**Jason Bohman - AMD*
SOS Security Systems**

Jason Bohman has been involved in the design, installation and service of Electronic Security Systems for 14 years, most of which have been in the self-storage industry. Jason has been associatively credited with an "ISS Facility of the Year" in 2007, and more recently a "GASSA Facility of the Year" in 2015. He has been associated with over 100 new "ground-up" self-storage buildings in the southeast US, working closely with Owner/Developers and General Contractors as partners.



**Wilson Covington - FMD*
SpaceMax Storage**

Wilson has been in the self-storage industry for 10 years and has helped develop 7 storage facilities in the Metro Atlanta market. He is in charge of managing daily operations, marketing, and oversight of all employees for each of their 4 facilities. Wilson earned his Commercial Real Estate license 4 years ago and has helped Childress Klein Properties locate sites around the Southeast.

*FMD - Full Member
Director

*AMD - Associate Member
Director



**Jasmine Allen Jones - FMD*
Absolute Storage
Management**

Jasmine is originally from Jasper, FL. Upon graduation from the University of Florida in 2001, she relocated to Atlanta to work for an insurance firm. She began working in the Self-Storage Industry in 2005 at Devon Self Storage. She has been with Absolute Storage Management for 8 years, and has been a Regional Manager for six of the eight years.



**Tim Parnell - AMD*
Bader Co.**

Tim Parnell joined Bader Company in June of 2010 after serving with the nation's largest provider of health care benefits for over 20 years. Currently as the Client Development Director, Tim works closely with the VP of Sales & Marketing, Account Executives and Marketing & Sales Support Staff to promote the best in customer service and satisfaction. He also creates innovative campaigns and provides training & development to support staff.



**Ryan Rogers - FMD*
Store Here**

Ryan Rogers has more than 28 years of experience in the self-storage industry, focusing on operations management, feasibility analysis, acquisitions, and marketing. An investor in over 80 self storage partnerships, he has managed a real estate portfolio that includes more than 90 self storage facilities, a resort area hotel, and industrial centers in fifteen states.



**Mark Shirley - FMD*
MVS Properties, LLC**

Mark Shirley has been in the self storage industry since 1993 and has been a member of the GASSA for 20 years. He built the first 4 story, all climate facility in Georgia and is currently working on building another facility in the metro Atlanta market. He is a very involved member of the industry and has a wealth of knowledge. In Mark's free time he enjoys turkey hunting.



**Richard Williams - FMD*
U-Haul of Atlanta North**

Richard Williams has been with U-Haul for 19 years as a District Certifier for 10 years and also as an Area Manager. He is also a U.S. Navy Veteran. In Richard's free time he enjoys spending time with his family. He also loves to help get things done.

LEGAL CORNER - *By Scott Zucker*

Marijuana and Self-Storage: Does Legalization Change Storage Policies?

Whoever said that self-storage business was boring? In the last year, more and more questions have been raised as to how the legalization of marijuana in certain states may impact the "USE" provisions of a standard self storage rental agreement, specifically whether it would now be permissible to use a self-storage rental unit to grow plants, store drugs or even smoke the "legal" marijuana at the facility. These are all great questions but, as discussed below, the legalization of the drug does not really impact the level of control self-storage operators have over how their rented storage units are used.

There are more than 20 states that now permit the limited growth of marijuana plants and the limited possession and use of the drug. The majority of those states permit this cultivation and possession/use solely for medical reasons and only after approval by a doctor in the state. Accordingly, for a tenant to cultivate the drug in most states, it will require a proper certification from the applicable government agency that has been tasked to oversee the distribution of medical marijuana in the state.

So, can a tenant with such a certification simply be permitted to grow, store or use the drug on a self-storage property? The answer is no.

As it applies to growing the plants, no self-storage units should be used for growing ANYTHING. Recent cases have clarified that the use of storage units should be limited to the storage of personal property (held by an individual or a business) and certainly not a place where plants of any kind are grown. To knowingly permit the growing of the plants would not only be a waiver of the rental agreement's use provision, but it would likely be a violation of the applicable zoning restrictions for the facility as well. Growing plants could be seen as an agricultural act as compared to using the property for the storage or personal property as would be expected.

What about storage of legal amounts of the drug? Just like the restriction to not permit the storage of perishable foods (which are also legal) on the premises, a facility has the right to restrict the use of the facility for storing drugs. This issue came up recently when a facility operator started smelling the odor of marijuana from a storage unit on a particularly hot day. The smell permeated the facility and became a distraction to other tenants. The smell came from drugs that arguably had been legally stored in the premises. That doesn't mean that their storage should be permitted, especially if their storage can result in a nuisance to other tenants.

Finally, smoking cigarettes is generally restricted at self storage facilities. Smoking marijuana should be no different. If a facility sets the rules and regulations of what can and cannot happen on their property their tenants can either choose to stay or leave. If smoking cigarettes (which are legal) is not permitted on the facility premises, a facility can certainly choose to restrict the smoking of marijuana products.

At the end of the day, this is such a new issue that it hasn't fully been addressed. Should a facility operator who allows the storage of legal marijuana be concerned if the tenant is storing more than is legally permissible? Should a facility operator be concerned if the legal grower is meeting "customers" at the facility to sell some of its products (even if arguably the sale

is within the permitted limits)? Generally, since all of these questions have potential criminal implications to the facility operator and property owner, it seems the best answer right now is to NOT permit the growing, storage, possession or use of marijuana at self storage facilities, even in those states that permit the use of medical marijuana.

Until next month - Happy storing!

Scott Zucker is a partner in the law firm of Weissmann Zucker Euster Morochnik P.C. in Atlanta, Georgia. Scott specializes in business litigation with an emphasis on real estate, landlord-tenant and construction law. Scott is a frequent lecturer at national conventions and is the author of Legal Topics in Self Storage: A Sourcebook for Owners and Managers. He is also a partner in the Self Storage Legal Network, a subscription-based legal service for self storage owners and managers. Scott can be reached at 404-364-4626 or at scott@wzlegal.com.

Meet the Newest GASSA Member: Wright Peavy, President Peavy and Company



- 1. What does your company do?**
We are in the business of developing, designing, and building self storage facilities
- 2. Why did you decide to join the GASSA?**
We joined for the contacts and to build relationships with industry partners.
- 3. What is the most important issue facing the self-storage industry today?**
The amount of time it takes to get a site approved and the facility built, is too long and that is a challenge for us.

SPOTLIGHT-

Jasmine Allen Jones Regional Manager Absolute Storage Management GASSA Board Member

Jasmine is originally from Jasper, FL. Upon graduation from the University of Florida in 2001, she relocated to Atlanta to work for an insurance firm. She began working in the Self-Storage Industry in 2005 at Devon Self Storage. She has been with Absolute Storage Management for 8 years, and has been a Regional Manager for six of the eight years.



WHAT INSPIRED YOU TO ENTER THE SELF-STORAGE INDUSTRY?

I actually was a self-storage tenant and was approached by the Property Manager about assisting with marketing efforts. I honestly thought this proposition was awkward as I was unaware of how lucrative of an industry this is. However, once I began marketing in the local community and attending various meetings I quickly realized the need was greater than I had imagined which sustained my interest in the business. Initially I only planned to assist the Property Manager for a short period of time.

TALK ABOUT SOME POSITIVE ATTRIBUTES AND CHALLENGES THAT THE INDUSTRY FACES.

Positives-There are still places where there is pent up demand. There appears to be a ton of opportunity to raise capital for investment purposes.

Challenge-Currently times are great. Rents are good and occupancies are high. This presents the opportunity for current owners to sell at high prices which could lead to overpaying for assets.

Also, new development may lead to excessive supply in sub markets.

WHAT HAS BEEN AN IMPORTANT LESSON YOU'VE LEARNED SINCE WORKING IN THE SELF-STORAGE INDUSTRY?

When I first started working in the industry I just knew that this was a recession proof industry. However, what I found out a few short years later is this is an industry that is recession resistant and there is a difference.

WHAT ADVICE WOULD YOU GIVE TO A NEWCOMER?

Go through the due diligence process so that you can have realistic expectations.

WHAT DOES THE FUTURE OF SELF-STORAGE LOOK LIKE FOR YOUR REGION AND YOUR COMPANY?

Overall occupancies remain high with higher than average rent growth.

**MiniCo is the
self-storage
insurance expert**  **MiniCo**

[Click to learn more](#)

Are you a member of GASSA?

2016 is going to be a year to remember! GASSA has planned outstanding educational sessions, networking opportunities, legal support and more! For only \$250 you can become a member today! [Click here to join!](#)

GASSA membership offers these distinctive advantages:

- Access to the Georgia Self-Storage approved rental lease – updated annually by our legal counsel.
- Access to member/vendor directories.
- Member newsletters which bring up-to-the-minute news as well as tips and features of GASSA members.
- Unparalleled networking opportunities – GASSA members gain knowledge from each other.
- Discounts on Monthly Luncheons – held the 2nd Tuesday of the month in Atlanta and periodically throughout other Georgia areas
- National SSA affiliation – GASSA partners with SSA to keep you posted on national news to enhance our statewide actions and benefits.
- Annual Expo – held in the Fall, the GASSA Convention & Expo offers networking, education and vendor meeting opportunities to help you stay competitive.
- Legislative Advocacy – representation on pertinent issues at the Georgia State Capital.

[Click here to join!](#)

We are coming to a City near You!

GASSA is looking forward to providing education to our members in all corners of the state. Join us for one of our Regional Meetings in 2016!

MARCH – Gainesville

APRIL – Savannah

MAY – Rome

JUNE – Albany

JULY – Macon

AUGUST – Augusta

SEPTEMBER – Columbus



ONLINE AUCTIONS
ON-SITE AUCTIONS
We have what
YOU need.
480.397.6503

[StorageTreasures.com](#)

[StorageBattles.com](#)

JOIN US IN ATLANTA!

Save these dates for our next three monthly luncheons!
The Georgian Club - 11:30am - 2:00pm

FEBRUARY MONTHLY LUNCHEON - FEBRUARY 9TH
Educational Topic: Year-End Review by Anne Ballard

MARCH MONTHLY LUNCHEON - MARCH 8TH
Educational Topic: Industry Roundtables

APRIL MONTHLY LUNCHEON - APRIL 12TH
Educational Topic: Borrowing Money: The industry from the eyes of Mortgage Brokers and Lenders

