**Meet the Speakers**

**Sarah Beth Johnson**

Sarah Beth Johnson’s passion for self-storage was sparked in 2012, when she began to manage facilities for USG. Her affection for community involvement and people, along with her prior management and marketing experience, helped make the stores she ran not only very successful, but trusted resources and fixtures in their communities. Sarah Beth is now the Client Development Specialist for USG, where she is the front-line representative of the company to self-storage facility owners and investors. She is known as “Lil’ B.I.T.” (Ballard In Training) and earns the name: she helped to bring in 10 management contracts and 14 a la carte service contracts for USG in 2016! Sarah Beth enjoys golfing, watching the Chicago Bears, and spending time with her two-legged and four-legged family members.

**Tron Jordheim**

Tron Jordheim is the Business Development Manager for Store Here Management. He was formerly the chief marketing officer of one of North America's largest privately held self storage companies,  and director of the industry's leading award winning call center.  Tron is a frequent speaker at global self-storage events and a contributor to industry trade journals. He has done consulting in four countires. He started his first business in the sixth grade with a roll of paper towels and a can of window cleaner and has been running businesses ever since.

**David Maxwell**

David Maxwell has been a self-storage facility manager for 2 years total, following a two decade career in sales and management within various industries including motorcycle sales, lending, and concrete. He has a proven track record of sales and income improvement, and his specialties include personnel management and community marketing. David is an avid college football fan, and takes leadership advice and direction from some of the nation’s greatest coaches. He enjoys riding his motorcycle, camping, spending time with his family, and the challenge of improving any given situation using his knowledge and experience combined with the tools he has at hand.