



GASSA

Georgia Self Storage Association

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NEWSLETTER
Issue 4 | July, 2016

2016
GASSA
Georgia Self Storage Association
Convention & Expo
October 16-18, 2016
Savannah, GA | Hyatt Regency

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gassa.org/expo

2016 SCHEDULE

SUNDAY - October 16, 2016

Time	Event	Speakers
12:00 PM - 5:15 PM	Golf at the Westin	
1:00 PM - 5:00 PM	Exhibitor Set Up	
1:00 PM - 7:00 PM	Registration Open	
5:30 PM - 7:00 PM	Opening Reception with Exhibitors	Welcome from GASSA President, Anne Ballard

MONDAY - October 17, 2016

Time	Event	Speakers
8:00 AM - 9:00 AM	Breakfast	Tim Dietz - Self Storage Association (SSA), President
9:15 AM - 10:00 AM	Demographics and Market Trends for Future of the Self Storage Industry	Richard Bird - Marcus & Millichap, National Director of Self Storage
10:00 AM - 10:30 AM	Market Trends for Georgia and Surrounding Areas	John Arnold, Bellomy & Co.; Judith Bennett, Bennett - Phoenix, LLC; Michael Morrison, Midcoast Properties
10:45 AM - 11:45 AM	General Marketing Tactics	Tak Lay, U-Haul Self Storage Affiliate Network; Tron Jordheim, Store Here; Stacie Maxwell, Universal Storage Group
11:45 AM - 12:30 PM	Trade Show	
12:30 PM - 1:45 PM	Lunch	
1:00 PM - 1:45 PM	Technology Panel	Featuring speakers from Sitelink, PTI, and OpenTech Alliance
2:00 PM - 3:15 PM	Industry Roundtables	Varied Speakers
3:30 PM - 4:45 PM	Legal Review	Scott Zucker, Weissman Zucker Euster Morochnik P.C.
4:45 PM - 5:00 PM	Adjourning Remarks	Anne Ballard, GASSA President

TUESDAY - October 18, 2016

Time	Event	Speakers
8:00 AM - 9:00 AM	Breakfast	
8:30 AM - 9:15 AM	GASSA Annual Business Meeting	
9:30 AM - 12:00 PM	CONCURRENT SESSIONS	
9:30 - AM 10:30 AM	Development and Feasibility	Jim Stevens, ExtraSpace Storage
9:30 AM - 10:30 AM	Telephone Techniques for Managers	Storie Teague, Store Here
10:45 AM - 11:45 AM	Revenue Management	Anne Ballard, Universal Storage Group; Stacey Gorman, Marcus & Millichap
10:45 AM - 11:45 AM	Everything You Need to Know about Auctions	Dan Dotson, American Auctioneers (Storage Wars); Robert Chiti (OpenTech Alliance)
12:00 AM - 12:30 PM	Lunch	
12:30 AM - 1:30 PM	Final Q&A with Speakers	All Conference Speakers
1:30 AM - 2:00 PM	Recognition Awards & Adjournment	Anne Ballard, GASSA President

The association is gearing up for another outstanding Convention and Expo in at the Hyatt Regency in Savannah, GA, October 16-18! Whether you're a seasoned veteran in the industry or a newcomer, this event has been designed with YOU in mind!

Discover all the new and exciting products and services the vendors have to offer when you visit the exhibit hall floor! With 30+ exhibitors ranging from technology and software companies to commercial brokers, there are plenty of trends in this growing industry to learn about.

Connect your facility, your managers and your business with the industry's top professionals from across the country! Through educational sessions and one-on-one time, this event will open doors for you to connect, create relationships, and grow your business to its full potential.

Engage with more than 20+ speakers and panelists as they bring you relevant and up-to-date industry information. Sessions topics include market updates and technology panels, legal reviews and marketing tactics. There will also be specific sessions for self-storage owners on revenue management and development, and managers on telephone techniques and auctions.

Don't miss this exciting event and register TODAY by visiting www.GASSA.org/expo. Early Bird rates apply until August 12, 2016. Discounts are also available for members of GASSA and other state self-storage associations. Also consider increasing your company's exposure by sponsoring and exhibiting. For more information, visit the website or call the GASSA office at 678-764-2006.

LEGAL CORNER - By Scott Zucker

ADA Liability Extends to Websites

Previously we've discussed the potential liability to self-storage owners under the Americans with Disabilities Act (ADA) which requires that parking lots and roll up doors must be accessible to the disabled. Recently, the same law has been used to sue business owners for accessibility violations relating to the websites they use for their customers.

It turns out that claims are starting to be made by plaintiffs' lawyers against both large and small businesses that their websites fail to comply with the accessibility requirements found within the ADA. Specifically, these lawyers are applying website accessibility standards and guidelines that have existed for state and federal governments but are only now being applied to private businesses.

Specifically, the argument is that procurement standards found in the Federal Acquisition Regulations (FAR) which address the purchase of electronic and information technology systems by government agencies should apply equally to websites being used by private businesses. Although it has been a long-standing practice by state and federal government agencies to try to create their websites with consideration for people with physical, sensory or cognitive disabilities, this is the first time that those standards are being extended to the private sector and certainly the first time that businesses are being sued under the contention that the failure to meet these standards constitutes a violation of the ADA.

This argument has been strengthened by the issuance of website guidelines as published by the Web Accessibility Initiative of the World Wide Web Consortium. These Web Content Accessibility Guidelines (WCAG) which were first published in 1995 were reissued in 2008. The Guidelines suggest that websites should be accessible to the disabled and offer guidelines for accessibility design such as alternatives to auditory and visual content, clarifying natural language usage, providing clear navigation mechanisms and creating tables that transform "gracefully". The guidelines include as well suggestions for providing captions for videos with audio, providing text alternatives for non-text content, using larger font size for content, not using presentations that rely solely on color and not limiting accessibility to the keyboard only.

All of these suggested guidelines help to create a basis for litigation claims which are now being used by the plaintiff's bar to suggest that businesses that do not offer these accessible features create barriers for use by disabled customers. Generally, as has been asserted, business websites that do not provide accessibility to disabled users constitute discriminatory business practices.

As more and more self storage operators turn to technology, such as on-line rentals, remote leasing and mobile payments, these systems must take these established guidelines into consideration so as to avoid the risk of ADA claimed violations.

This is certainly a new area of the law that is just now being tested in the United States. However these claims have already been brought in other countries under a similar discriminatory framework. It would be a "best practice" to use these guidelines to confer with your website vendors and to approach website development with these guidelines in mind. At least if you are notified of a claim, you'll have a good faith defense that you were

endeavoring to comply with the law.

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.

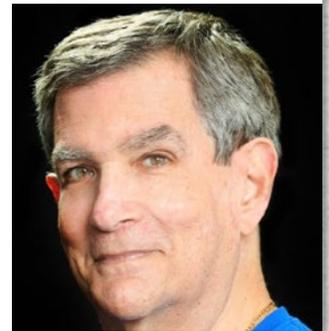
Meet one of the newest GASSA Members!

BICpens.com, delivered by promoteIT.com

Arthur Mickelson, Your Promotional Marketing Expert

WHAT DOES YOUR COMPANY DO?

BICpens.com has served its broad client base with creative, turnkey promotional merchandising programs. We are positioned as a leading promotional agency. Our measurable ROI has proven to be a successful advertising benefit for our clients and their continued growth. Our experience in the promotional products medium gives us 'the winning edge' in service, buying power and know-how. In addition, we have a staff of 125 behind your every order.



In addition, we'll offer suggestions, help you buy better and brainstorm your demographics for the right items.

WHY DID Y'ALL DECIDE TO JOIN THE GASSA? –

We are experienced with more than a decade of serving self-storage companies to promote their services and enhance their bottom lines. Our offices in GA give us a desire to help the local economy grow.

WHAT IS THE MOST IMPORTANT ISSUE FACING THE SELF-STORAGE INDUSTRY TODAY? –

Growth. And with the only advertising medium that can target an audience as small and select as left-hand writers and still be cost effective, we're here to help. No other media can help you like promotional advertising can.

BELLOMY & Co.

GET TO KNOW ONE OF YOUR CONFERENCE SPEAKERS FOR THE 2016 GASSA CONVENTION & EXPO!

Jim Stevens Senior VP of Real Estate Extra Space Storage



WHAT IS YOUR OFFICIAL TITLE AND RESPONSIBILITIES WITH EXTRA SPACE STORAGE?

My title is SVP of Real Estate. I head up a team of seven that is responsible for the growth activity of Extra Space. Our responsibilities include sourcing, negotiating and closing storage deals ranging from \$5,000,000 one off deals to several hundred million dollar portfolio deals. In the last five years, we have completed almost \$3,000,000,000 of transactions.

WHAT INSPIRED YOU TO ENTER THE SELF-STORAGE INDUSTRY?

In 1983, while finishing up at the University of Wisconsin, I met a guy thru a friend who was responsible for raising limited partnership dollars for Shurgard. Investment dollars were so plentiful at the time, he needed to hire more wholesalers. Back then, not many people had ever heard of Shurgard, wholesalers, or "mini-storage". It was a total crap shoot! Thirty three years later, I have found that the crap shoot paid off.

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

Some of the positive aspects of our industry include storage becoming more of a mainstream business both from a consumer point of view and from an investment point of view. Storage has been the leading asset class in the REIT world for the last ten years. With little new supply over the last five years, most everyone in the industry today, large and small players alike, are performing very well. The challenges today, from my perspective, is a more challenging acquisition environment. Because storage has become more mainstream, more dollars are chasing properties, which makes it more competitive.

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

The most important thing I have learned about the storage business over the years is that we are a very steady business.

Through good and bad economic times, through political turmoil and every scenario I can think of over the last 33 years, self-storage has been very resilient.

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

I think the future looks very bright, especially for the REITS. Although I think everyone is doing well today, new competition will bring on a more challenging competitive environment. As that unfolds across the country, players with more size and scale and sophisticated operating systems will fare better than those without. We see it today on a very limited basis in a few select markets. Over the next couple of years, as the industry develops a couple thousand more facilities, some older poorly located and under managed facilities will start to suffer. Real estate, storage included, has always gone in cycles and always will.

WHAT CAN CONFERENCE ATTENDEES EXPECT TO LEARN FROM YOU AT THE 2016 GASSA CONFERENCE?

People can expect to hear how the industry looks, both on the operational side and from the acquisition side from the vantage point of one of the few national companies in the self storage industry.



**Fewer Headaches,
Higher Income.**

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We are coming to a City near You!

GASSA has enjoyed providing education to members across the state thus far. We hope you will join us for one of the remaining Regional Luncheons in 2016!

JULY 19TH – Macon

AUGUST 11TH – Augusta

SEPTEMBER 20TH – Columbus

NOVEMBER 10TH – Gainesville



Are you a member of GASSA? Membership dues are only \$180 for remainder of 2016!

GASSA offers outstanding educational sessions, networking opportunities, legal support and more! Membership Dues have been prorated for the remainder of the 2016 year. Join today for only \$180!

[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!](#)



JOIN US IN ATLANTA!

Save these dates for our next three monthly luncheons!

AUGUST MONTHLY LUNCHEON - AUGUST 9TH
Educational Topic: Scott Zucker's 2016 Legal Review

SEPTEMBER MONTHLY LUNCHEON - SEPTEMBER 13TH
Educational Topic: Industry Roundtable Discussions

NOVEMBER MONTHLY LUNCHEON - NOVEMBER 8TH
Educational Topic: The Value of Managers