

2017 GASSA ANNUAL CONFERENCE SCHEDULE

<u>SUNDAY, OCT. 1</u>		
<u>Time Start</u>	<u>Time End</u>	<u>Topic/Item</u>
12:00 PM	5:15 PM	Golf at the Westin
1:00 PM	7:00 PM	Registration Open
3:00 PM	5:15 PM	Exhibitor Set Up
3:00 PM	5:00 PM	Becoming A Category of One (Instead of One in Millions) Anne Ballard, Universal Storage Group
<p><i>Does your older store need updating or are you designing a new location? How to make sure you include some unique programs and design elements that show you are truly thinking of your customer's experience and your improved profits. If you want higher rental rates and customers who are happy to pay them this session is for you. This session will look at three ideas you must consider to be unique, how to implement them and where to focus.</i></p> <p>1- Target different customers. People typically buy on low price when they perceive no extra value. Know how to provide that extra value for each of your customer types.</p> <p>2- Supply different offerings either different products, better quality, expert advice or preferable all three of these.</p> <p>3- Provide different service - If your employees are merely providing information to potential customers, then they aren't really creating any perceived value - at least not enough to warrant charging a premium. Superior customer service means going above and beyond what is expected to provide solutions for your customers.</p> <p>1. What are the 5 critical design elements to include as well and how to make them work within your marketing style? You have to learn to adapt to changing market conditions and stay ahead of the pack.</p> <p><i>We'll explore case studies of existing stores made over and new stores including these elements and the success that goes with each one.</i></p>		
5:30 PM	7:00 PM	Opening Reception with Exhibitors Welcome from GASSA President Stacey Gorman
<u>MONDAY, OCT. 2</u>		
7:00 AM		Registration Open
7:30 AM	8:30 AM	Breakfast
8:30 AM	9:45 AM	KEYNOTE SESSION Jim Chiswell, President, Chiswell & Associates, LLC
<i>Description Coming Soon!</i>		
9:45 AM	10:00 AM	Break
10:00 AM	11:05 AM	Industry Roundtables Various Companies
<i>Time to sit down and ask specific questions on pivotal topics to help you succeed in the self-storage industry.</i>		
11:10 AM	12:00 PM	Georgia Storage Case Study John Colclough, Broward Development LLC
<i>Hear from Broward Development Co. and self storage veteran John Colclough on how successful consulting in management and development for one Georgia storage facility produced huge revenue gains.</i>		

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12:05 PM	12:30 PM	Lunch Served		
12:30	3:00 PM	Exhibit Hall Open		
<i>Take advantage of this exclusive trade show time to meet and greet exhibitors and gain knowledge and the latest resources available to self-storage owners and operators.</i>				
3:15 PM	4:30 PM	Millennial Marketing FTW Guy Middlebrooks, Vice President of Third Party Management, CubeSmart		
<i>If you have to look up "FTW" to know what this means, you probably need to know a little bit more about this ever-growing portion of your self-storage customer base. Millennials are, quite literally, the future of your business, so let's roll up our sleeves and dig deep into the insights of one of the largest self-storage operators to better understand who, exactly, millennials are, and how their consumption of self-storage and engagement with big brands differ from those of other generations.</i>				
4:30 PM	5:00 PM	Day 1 Closing, GASSA Awards Stacey Gorman		
5:00 PM	6:00 PM	Cocktail Hour with Exhibitors		
6:15 PM	8:00 PM	Exhibit Hall Breakdown		
Tuesday, OCT. 3				
7:00 AM		Registration Open		
7:30 AM	8:30 AM	Breakfast served		
8:00 AM	8:30 AM	GASSA Annual Business Meeting Stacey Gorman/ GASSA Board		
<i>GASSA Members, this annual meeting will delve into what programs your GASSA board is prioritizing for the upcoming year. Join us for a brief meeting and bring your ideas!</i>				
8:45 AM	10:00 AM	KEYNOTE SESSION		
<i>More details coming soon!</i>				
10:15 AM	11:15 AM	Industry Panel –Operations Industry Experts		
<i>More details coming soon!</i>				
11:30 AM	12:00 PM	Lunch Served		
12:00 PM	2:30 PM	Legal Review Seminar Scott Zucker, Partner, Weissmann/Zucker, P.C. and Deputy General Counsel, National Self Storage Association		
<i>More details coming soon!</i>				
2:30 PM	2:45 PM	Closing & Adjourn Stacey Gorman		
Thank you for coming! We will see you in 2018!				