

We Are...

AZSA

ARIZONA SELF-STORAGE
ASSOCIATION

Annual Conference
2024

Engage Educate Empower

Day 1
Thursday, April 18th

Owners Summit

8:00am - 5:00pm Registration

8:00am - 9:30am Breakfast

8:45am - 9:00am Tradeshow Welcome

9:00am - 10:00am



Keynote Speaker | **David Cramer, NSA**

Topic | **"Standing Out in Today's Overcrowded Market"**

David has more than 24 years of experience in the self-storage industry and currently serves as President and Chief Operating Officer for NSA.

10:00am - 10:15am Break

10:15am - 11:15am



Speaker | **Scott Ramser, Ramser Development Company**

Topic | **"RV & Boat Storage"**

I will be explaining the different aspects of RV Storage like Outdoor Self-Parking, Indoor Valet Parking, Outdoor Valet Parking, etc. with design elements you must keep in mind.

11:15am - 1:15pm **Dedicated Tradeshow Time is Open!**

12:00pm - 1:30pm Lunch | Sponsored by AZSA's Turquoise Sponsors



12:45pm - 1:00pm Lifetime Achievement Ray McRae | Presented by Whitney Jurjevich

1:15pm - 1:30pm Legislative Champion Award | The Honorable Laurin Hendrix

1:30pm - 2:30pm



Speaker | **Chris Sonne, Newmark Valuation & Advisory**

Topic | **"2024 State of the Industry"**

Public & private market resources will be analyzed to examine current self-storage market conditions, including macro-economic conditions impacting this sector.

2:30pm - 3:30pm



Speakers | **Zach Bolton & Scott Worden, StorSuite**

Topic | **"Using Tech to Bring Back Old School Service"**

Prioritizing tenants is key. By merging traditional values with modern tech, businesses can offer personalized service while embracing innovation.

3:30pm - 4:30pm



Speakers | **Lauren King & Freddy Soto, Triadvocates**

Topic | **"Legislative Forecast"**

Insights from this year's legislative session & a pulse on Arizona's political landscape. We dive into the intricacies of AZSA's bill and highlight our legislative champion, Rep. Laurin Hendrix.

3:30pm - 6:00pm **Dedicated Tradeshow Time is Open!**

6:00pm - 7:00pm Cocktail Hour

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Day 2
Friday, April 19th

Investor / Operations Program

7:00am – 4:00pm Registration

7:00am – 8:00am AZSA Women's Council Breakfast Meeting (*Registration Required*)

7:15am – 8:45am Breakfast

8:00am – 8:15am Conference / Tradeshow Welcome

8:15am – 9:15am



**GREENBERGER
& BREWER, LLP**
ATTORNEYS AT LAW

Speaker | Jeff Greenberger, Greenberger & Brewer, LLP
Topic | "Keep These Words Out of Your Mouth"

Jeff has identified 14 terms that you may use in your self-storage operations that can lead to unintended consequences. Learn suggested substitutions to avoid pitfalls

9:15am – 9:30am Break

9:30am – 10:30am Roundtables

10:45am – 11:15am



CBRE

Speaker | Walter Brauer, CBRE
Topic | "Should I or Shouldn't I? Entertaining Ways to Understand Risk & Return in Real Estate Investing"

Should you take the risk or not? Looking at today's self-storage market and deciding if you should invest.

11:15am – 11:30am Break

11:30am – 12:30pm Speakers: Brooke Adams, Kure It

12:30pm – 1:30pm Meet the Speakers | Kure It

12:30pm – 1:30pm Lunch | Tradeshow Floor Opens

12:30pm – 2:30pm **Dedicated Tradeshow Time is Open!**

2:30pm – 3:30pm



Speaker | Jim Mooney, Freedom Storage Management
Topic | "Congratulations! You Bought Your Facility. Now What?"

Decisions that need to be made about the facility including leases, common pain points, customers, the facility itself (name and reputation), rate increases, mistakes, and pitfalls to avoid.

3:30pm – 4:30pm



Universal
STORAGE GROUP

Speaker | Sarah Beth Johnson, USG
Topic | Empowering Your Manager: The Importance of Knowing Your Numbers and Sales Training

Knowing your numbers isn't just a financial concern—it's a strategic imperative that permeates every aspect of operations, from marketing and budgeting to staffing and sales.

4:30pm Conference Closing

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