

*We Are...*

**AZSA**

ARIZONA SELF-STORAGE  
ASSOCIATION

# Annual Conference

## 2025



ENGAGE

EDUCATE

EMPOWER

Day 1  
Wednesday, April 16<sup>th</sup>

# Owner's Summit

8:00am – 4:00pm Registration

8:00am – 9:30am Breakfast

8:45am – 9:00am Conference Welcome

9:00am – 10:00am



Keynote Speaker | Dr. Chris Thornberg, Beacon Economics  
Website | [www.BeaconEcon.com](http://www.BeaconEcon.com)  
Topic | "Political Narratives / Economic Realities:  
The Outlook for Arizona"

*Dr. Thornberg will discuss his outlook for Arizona, focusing on self-storage and the current economic realities.*

10:15am – 11:00am



Panel Discussion | "Leveraging Tech & AI for Smarter Self Storage Operations"  
Moderator | Alonna Ross, Storable  
Website | [www.Storable.com](http://www.Storable.com)

*This panel will explore the latest tech trends, AI applications, and real-world success stories that can drive efficiency, improve customer experiences, and maximize profitability.*

11:00am – 12:00pm **Dedicated Tradeshow Time**

12:00pm – 1:00pm Lunch & Lifetime Achievement Award Presentation

1:00pm – 2:00pm **Dedicated Tradeshow Time**

2:00pm – 3:00pm



Speaker | Chris Sonne, Newmark Valuation & Advisory  
Website | [www.NMRK.com](http://www.NMRK.com)  
Topic | "2025 State of the Industry"

*Public and private market resources will be analyzed to examine current self-storage market conditions, including macroeconomic conditions impacting this sector.*

3:00pm – 4:00pm



Speakers | Barbara Meaney & Freddy Soto, Triadvocates  
Website | [www.Triadvocates.com](http://www.Triadvocates.com)  
Topic | "2025 Legislative Forecast"

*Insights from this year's legislative session & a pulse on Arizona's political landscape.*

5:00pm – 6:00pm **Cocktail Hour**

Thanks to Our Title Sponsor 

Day 2  
Thursday, April 17<sup>th</sup>

# Operations Program

7:00am – 4:00pm Registration

7:00am – 8:00am AZSA Women's Breakfast Meeting (*Annex Across from Conference Room*)

7:15am – 8:15am Breakfast

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

8:15am – 9:15am



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

Speaker | Jeff Greenberger, Greenberger & Brewer, LLP  
Website | [www.SelfStorageLegal.com](http://www.SelfStorageLegal.com)

Topic | "Don't Overlook the Rules: Addressing the  
New AZ Towing Laws"

*Jeff will discuss the rules that comprise the new Arizona  
towing laws, which greatly benefit your storage property.*

9:30am – 10:30am

## Dedicated Tradeshow Time

10:30am – 11:30am Roundtable Discussions (*Annex Across from Conference Room*)

11:30am – 12:30pm



Special Guest Speaker | Daniel Corbett, E-6 Navy SEAL  
Topic | "Managing a Team to Get the  
Impossible Done!"

Website | [www.DanielDavidCorbettiii.com](http://www.DanielDavidCorbettiii.com)

*Listen to a motivational speaker who spent years as an elite  
team member of SEAL Team Six and hear how you can  
become the leader you want to be.*

12:30pm – 1:30pm Lunch & Manager of  
the Year Award



[www.KureIt.org](http://www.KureIt.org)

1:30pm – 2:30pm



Panel Discussion | Facility Safety  
Moderator | David Lesh, Haviland Storage Services  
Website | [www.HavilandStorageServices.com](http://www.HavilandStorageServices.com)

*Everything your storage property needs to know about  
facility and employee safety: listen to the experts who have  
been through it all and hear how they handled it.*

2:30pm – 4:00pm



Lemonade  Stand

Manager's Workshop  
"From Online Leads to Happy Tenants: The Power of  
Integrated Marketing & Management"

Speakers | Carol Mixon, SkilCheck & Derek Miner, Lemonade Stand

Website | [www.SkilCheck.com](http://www.SkilCheck.com)

Website | [www.LemonadeStand.org](http://www.LemonadeStand.org)

*This session offers actionable strategies to optimize your  
digital presence, convert inquiries into leases, and boost  
tenant satisfaction, leading to higher retention rates.*

4:00pm – 4:30pm

Conference Closes | Bingo Card Grand Prize Drawing

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