



Winter Luncheon - Nashville

Letter from the **PRESIDENT**

As we launch into 2024, I reflect on the past 5 years I have been on the TNSSA Board – I am honored to serve the membership as President this year and to have a part in pushing our association forward.

It is astonishing how much our industry has changed since I have been in the business. Thinking back to when I was managing properties across middle TN to now, in my investment advisory role, here are a few things we have seen: 1) the business model has gained institutional attention with some of the largest fund managers in the world 2) creation and rapid implementation of technologies including online rentals, interactive websites, marketing tools, and lead tracking software 3) remote management going mainstream 4) advances in security with cutting edge “prop tech” and many other others. Many of these changes have enabled cost savings and efficiencies as we all battle inflationary pressures. At the same time, the more things change, the more they stay the same! Customer service is King, this is a people business after all and, location, visibility, curb appeal and friendly staff has never been more important – especially as we all compete against more and more sophisticated operators with deep pocket books, enormous marketing budgets and the ability to pay up for new, highly advanced properties.

in 2023, the operating environment was all about execution as we shifted into a higher interest rate environment and the frenzy of 2021-22 fizzled out. In

Andy Beeckman
TNSSA President



my humble opinion, this year will likely be the same in many respects albeit with some other challenges on the horizon. While the jury is still out on the mystical “soft landing”, it appears that it has become a realistic scenario. In that light, I firmly believe TNSSA provides invaluable services to its members through all of the networking activities, education, updated leases, regulatory support and the many other behind the scenes tasks. Thank you to everyone who helps make this happen!

I truly look forward to meeting all of the new people and reconnecting with old friends as we progress into this year. As an association, we are always looking to improve and stay one foot ahead – if there is anything you would like to see more of or, less of, please don’t hesitate to reach out. Please continue to “favorite” our best-in-class website to stay up-to-date with announcements, luncheons, and our annual conference in September. The website also offers a membership directory and online forums so you can easily find and communicate with other association members.

Even as we all transition into a “newer” normal and have gone through some major changes the last few years, count your blessings! There is simply no better industry to be in!! Looking forward to a great year!!!

-Andy Beeckman

Winter Luncheon - Nashville

LYNN SYKES, Sr VP of Operations of Storage Asset Management spoke to a full house during our Winter Luncheon at the Gaylord Spings Golf Links in Nashville. We were all impressed with the volume of information that Lynn shared with our group. The SSA Demand Study is an extremely useful tool that can sometimes be overwhelming. Lynn broke down the details and shared how the information is still useful today, even though our market has changed significantly!



TNSSA 2023 Manager of the Year

One of our favorite things each winter is presenting the TNSSA Manager of the Year award.

Our President, Andy Beeckman presented the 2023 award to Chimane Boyd. She is the property manager of Citizen Storage - Titus in Memphis, TN. Though this property poses several challenges, Chimane has managed to increase revenue, maintain an occupancy of 80% with a delinquency rate of only 4.5%.

In addition to her normal responsibilities, she has demonstrated her commitment to the industry by actively participating in trade shows, representing the company at the booth. Her involvement not only highlights her dedication but also her ability to engage with a broader audience.

Her tenants describe her as "attentive, helpful in her advice, and exceptionally caring... and a genuine joy to work with."

We are proud to recognize Chimane in her achievements!

Congratulations, Chimane Boyd!

Congratulations!



CHIMANE BOYD
CITIZEN STORAGE - TITUS

SPRING LUNCH

May 21

The Foundry
Knoxville, TN

More Info

**I Don't Give a *beep* About
My Bad Reputation!**

Stacie Maxwell from
Universal Storage Group



Stacie Maxwell
Universal Storage Group

SUMMER LUNCH

August 13

Hilton Memphis
Memphis, TN

More Info

TN / MS / AR Tri-State Event
Join us for our summer
luncheon as we welcome
attendees from our
neighboring states.



TNSSA Fall Conference & Expo

More Info

September 16-18
Embassy Suites
Murfreesboro, TN

Our biggest event of the year
needs to be added to your
calendar now! These 3 days
will be packed with fun,
education, networking and
more education.

TNSSA.NET/EVENTS

OUR SPEAKER

In her current capacity at USG, Stacie has been a vital member of the Leadership Team for over a decade, holding the esteemed position of Vice President of Marketing and Training, and serving as the team leader for the Marketing and Training (M&T) Team. In this dual role, she provides oversight for brand management, design, and marketing initiatives for both the company and for USG's extensive portfolio of 70+ storage facilities. Additionally, Stacie leads the company's multiple award-winning 4-Phase Manager Training program and New Store Startup(STARS) teams. With a robust background spanning over 22 years in the storage industry, covering every facet of the business, Stacie collaborates closely on USG's facility development and transition projects, significantly contributing to the company's growth and numerous industry awards over the past two decades.

Beyond her corporate responsibilities, she actively engages with the industry, generously sharing her expertise through speaking engagements at events and webinars, as well as contributing numerous articles to industry publications. Stacie is always eager to assist managers and operators in their pursuit of success in the self-storage industry.



It was great seeing
many of you at the
SSA Spring show this
past week.

Member Benefits

Are you a member of TNSSA?

YOU SHOULD BE.

Members gain access to legal assistance, networking opportunities, training, exclusive discounts, and the incredible support of your fellow TNSSA members. Join today!

PREMIUM CONTENT INCLUDES

- TNSSA Standardized Lease Agreement
- Storage Addendum for Vehicle Lease
- Limitation of Value Addendum
- TN Foreclosure Checklist
- Newsletter Archives
- Vendor Directory



Member Networking

Have you reviewed your building coverage limits?

Don't be caught in the storm underinsured!



"...it is easy to continue with the existing [building limit] coverages but...I have to make sure it is accurate--that was never more important until this year when a major storm destroyed a building and if not for Dee, I would have been under insured. So thankful and appreciative of her efforts!"

-Tom, customer and self-storage facility owner

William Knight Insurance Agency

865-670-2990 wkia.com deew@wkia.com

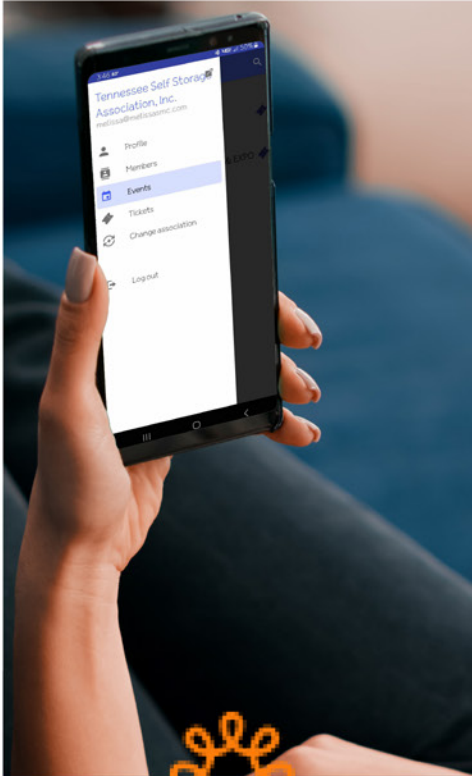
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MISSION 20K

In the spirit of giving back, TNSSA is thrilled to announce our charity goal for 2024. We are committed to supporting StorageGives, an organization dedicated to making a positive impact on communities around the world.

Our Charity Committee has set a big goal for us this year to raise \$20,000 as an association!

To help us meet our goal, TNSSA will match dollar-for-dollar member donations towards StorageGives, with a generous cap of \$5,000. This initiative underscores our collective strength in making a difference, and we encourage all members to contribute towards this meaningful cause.

WAYS TO PARTICIPATE



Raffle tickets will be sold at each of our 5 events throughout 2024. The winner will be selected at the close of the 4th Quarter Fall Luncheon in November.

Tickets are \$20 each for a chance to win a \$1,500.00 gift card to Bass Pro Shops!

Fall Conference & Expo 2024 Fundraising Banquet

This year we will be shaking things up for StorageGives! TNSSA is hosting a fundraising banquet dinner in honor of StorageGives.



Stay tuned for more ways to give throughout the year...

DIRECTOR

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2024 PRESIDENT

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