



TENNESSEE

SELF STORAGE ASSOCIATION QUARTERLY NEWSLETTER

Volume 8, Issue 2

May 2017

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LETTER FROM THE PRESIDENT

From the Desk of Chris Johnson

Dear TNSSA Members,

Pardon me, but the header is a bit misleading. Your President is currently on vacation. I'm not sure exactly who gave him permission to leave, but I thought I'd take advantage of the situation and steal his spotlight for a bit.

In case you haven't heard... TNSSA turns 10 this year and we are super excited to celebrate this milestone with YOU! I hope you will join us for the big birthday bash that we have planned in Memphis on August 15th. Not only do we have a fantastic lineup of Round Tables discussions, but there will also be birthday cake! Discounted rates are available if you register and pay online prior to the event so [REGISTER TODAY!](#)

The ISS Best of Business poll is circulating the internet highways. Have you cast your votes for "Best Of" yet? TNSSA would love to have your vote as Best State Association! And, if you haven't heard yet, it's our birthday, so winning Best of Business in 2017 would be amazing! Here is the link to the poll:

<http://marketing.insideselfstorage.com/svy/vote/2017/home.html?cmd=reset>

Thank you so much for allowing me these few moments on the President's page! Enjoy your summer!

Sincerely,

Melissa M Roberts

Admin Director
Tennessee Self Storage Association



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2017 EVENTS

[3rd Qtr Luncheon](#) - Memphis
Aug 15th

[4th Qtr Luncheon](#) - Nashville
Nov 14th

[9th Annual Legal Seminar & Conference](#) - Murfreesboro
Sep 12-13th

3RD QUARTER LUNCHEON - MEMPHIS

Luncheon Event

TNSSA Turns 10! Come Celebrate With Us!

[CLICK HERE
TO REGISTER](#)

3rd Quarter Luncheon

August 15th

11:00 a.m. – 1:00 p.m. CST

(Networking will begin at 10:30 CENTRAL TIME)

ROUND TABLE DISCUSSIONS

ALL ABOUT ONLINE AUCTIONS - Learn the best way to schedule your auctions, how to take the best pictures, how to decrease your liability and more — *Lonnie Bickford of www.StorageAuctions.com*

COLLECTION EFFORTS MADE SIMPLE - Discover ways to make the process of collecting the money owed to you easier and more efficient — *Jim Mooney of Devon Self Storage*

POWER OF REPORTING - Making your reports work for you — *Olivia Austin of SiteLink*

MARKETING TECHNOLOGIES — *Grace Anderson of Absolute Storage Management*

2ND QUARTER LUNCHEON RECAP - KNOXVILLE

**Melissa Roberts, TNSSA
Admin Director**

Millennial Marketing FTW - or "For The Win" for those that aren't hip to the millennial lingo - that was the topic of conversation at our luncheon earlier this month. Daniel Ruble, Vice President of Marketing at CubeSmart delivered a very insightful presentation about the research efforts that are poured into the marketing and advertising decisions of the "big guys", especially in relation to millennials. These same schools of thought can be used for smaller properties with a few adjustments.

The takeaway from the presentation, is the important role that millennials play and will continue to play in the market. Millennials, being born into a world overflowing with technology, expect a strong digital presence. Equally important is authenticity. This means the management of online reviews, both positive and negative, is crucial to your online success.

Our members can find a summary of Daniel's presentation on our website under the [Member's Only tab!](#)

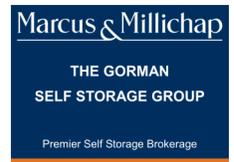
I am pleased to say that this event goes down in the books as one of the best! The Foundry delivered a beautiful venue and wonderful meal, made possible by the generous support of our event sponsors. We are looking forward to birthday celebration in August. Come out to Memphis and help us celebrate!



THE FOUNDRY ON THE FAIR SITE



Thank you to our May Luncheon Sponsors!



LEGISLATIVE COMMITTEE

Lobbying in Washington D.C. - What a Learning Adventure!

Bev DeLong, TNSSA Legislative Committee Member

I recently had the opportunity to go to Washington D.C. and participate in a lobbying event coordinated by another group with similar interests as ours – what a learning adventure!

We arrived in time for “Tennessee Tuesday” a breakfast hosted by our Senators, Lamar Alexander and Bob Corker for their Tennessee constituents. There were aides milling around asking about concerns and issues that we had – some groups were organized and ready to speak but, being a newbie, I observed (quietly)! Then we were able to tour several of the buildings and ride an underground shuttle that moved people quickly between buildings.

For lunch, we joined the national Real Estate Investors of America at a luncheon to discuss issues that face real estate owners and operators and suggested that, “going forward with the current administration, we are going to see a more business friendly environment.”

After lunch, we attended a conference hosted by the National Apartment Association and were told that according to a survey, “95% of congressmen stated that they felt keeping in touch with their voters was their # 1 job.” If you want to affect their opinion/vote on a particular issue, form letters have little or no impact. A more affective way is to:

- write letters to your local editors referencing pending issues
- make comments during town meetings (of course you need to attend them!)
- send personal emails or phone calls
- become active in groups supporting issues that you support
- go to Washington, set up an appointment to personally meet with your constituent representatives – (this is the single most effective way of swaying votes to your way of thinking - if your representative has not already made up his/her mind).

So what are legislators looking for when you contact them? They want to know what the impact will be on the state and the constituent’s (your) personal reason to support/oppose an issue. Especially helpful is a personal story to illustrate the issue. Legislators are people, just like us, and it is amazing (according to our speaker) the number of people who are upset about issues (some are real and some aren’t) and have either the issue or the facts incorrect.

To build legislative relationships we were encouraged to:

- Be polite
- Know the legislator's relevant committee assignment (each has one)
- Have a specific ask (it helps to know house and senate bill numbers if want them to support/oppose pending legislation)
- Keep your talking points to 3-4 maximum
- Keep the number of participants at any one meeting to a minimum (12 or less)
- Know their history on the topic you want to discuss
- Understand any negative impact your request could have on your legislator
- Build a relationship with legislative staff assistants (most of the of the time personal meetings are with aides)
- Follow up with a polite thank you (the most effective time to send correspondence is Sunday afternoons when emails are commonly reviewed in preparation for the coming work week)

As self-storage investors and developers, we have the added benefit of having our own watch-dogs, including the national Self Storage Association and the Tennessee Self-Storage Association. It is for our common good that we support them as well as business friendly legislation and policies, making our voice known.

To learn how you can help the TNSSA Legislative team, please contact our Legislative Chair, Trey Kirby at tkirby@nainashville.com.

"You can accomplish anything in life as long as you don't care who gets the credit."

~Harry Truman



Bev DeLong,
TNSSA Legislative
Committee Member

9TH ANNUAL LEGAL SEMINAR - MURFREESBORO

Our Legal Seminar and Conference has continued to grow over the years. This fall marks our 9th year for this annual event and we have two days of education, food and fun planned! Registration fees include the networking reception, lunch and all of the educational presentations and round table discussions.



Sept 12-13, 2017

T N S S A

Register Today

9th Annual

Legal Seminar & Conference

Embassy Suites
Murfreesboro, TN



Scott Zucker

Lien Law Update
Case Law Update
ASK SCOTT Q & A
Jeopardy

We are excited to have Attorney Scott Zucker, our featured speaker, scheduled to deliver presentations on both days of our event!

Additional Speakers & Round Table Leaders Include:

John Colclough of The Self Storage Group

Jim Ferguson, Lynn Sykes & Melissa Stiles of Storage Asset Management

Chris Baird of Automatit — Dakota Harwell of Spider Door — Olivia Austin of SiteLink

Kelly Murphy of the 18th Judicial District Drug & Violent Crime Task Force

AND MORE!!

Day One - Sept 12th - 3pm - 9pm

Drug Dog Presentation, Sales vs. Marketing (Part 1), Round Tables, Lien Law Update by Scott Zucker
Education will be followed by the Networking Reception which includes, food, cocktails, games, networking and door prizes!

Day Two - Sept 13th - 8:30am - 3:30pm

Breakfast, State of the Industry, Science of Internet Marketing, Sales vs. Marketing (Part 2), Lunch, followed by Case Law Update and Q&A Sessions by Scott Zucket

Vendor booths will be open on both days!

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GET INFO

TNSSA Board of Directors

Nominations will be accepted soon for the 2018-19 term

We will have 6 board positions that need to be filled for this term.

Please keep in mind that some travel is required with this commitment as our board meetings are held quarterly after each luncheon event. Attendance at these meetings is very important to the success of our board.

If you are interested in serving on our board or would like more information, please contact us at info@tnssa.net.



TENNESSEE
SELF STORAGE ASSOCIATION

Congratulates

Allen Baxter

A+ Storage of Nolensville, TN



In recognition of the distinctive achievement awarded as
**2016 TNSSA
Manager of the Year**



and Amy Calixte of StorPlace was recognized as Runner-Up

LEGISLATIVE HIGHLIGHTS SINCE 2007

Melissa Roberts,
TNSSA Admin Director

Your TNSSA Board of Directors has been quite busy these past ten years. The legislative work that we have accomplished rivals that of associations that are much older than TNSSA. A countless number of volunteer hours have been poured into the work of the Legislative Committee. Below is a legislative recap, highlighting our legislative progress and updates.

Tennessee Lien Law Update – Effective July 1, 2011 - Tenn. Code Ann. 66-31-101 (2011)

Updates to the 30-year-old law included:

- 1) Elimination of the certified mail requirement – lien notices may now be sent via verified mail
- 2) Late Fees clarified – \$20 or 20%
- 3) Enforcement of Lien – lockout at 5 days and enforcement of lien begins at day 15 as opposed to day 30
- 4) Motor Vehicle Language – after 60 days, motor vehicles may be towed relieving the facility operator of the burden of sale
- 5) Newspaper Ad – only one ad is now required, as opposed to two

Updated ADA Regulations – Effective March 15, 2012 – Title III ADA Requirements

Compliance with the updated 2010 standards are required as of March 15, 2012. Facilities are not grandfathered in. There is no statute of limitation to an ADA lawsuit. Compliance requirements include parking lots/curbs, office space, retail areas, public bathrooms and storage units.

Minimum Number of Required Accessible Spaces

1 to 200 = 5% (not less than 1) More than 200 = 10 units, plus 2% of the total # of units over 200

Accessible units must be dispersed among classes of spaces and must include door straps, signage, door tension requiring no more than 5 lbs. of pressure and ramps in the door openings.

Tennessee Limited Lines License –Effective July 1, 2013 – Tenn. Code Ann. 56-6-1202

This legislation permits an owner of a self-service storage facility to offer insurance for the repair or replacement of covered personal property due to loss, theft, damage, or other similar causes of loss under a limited lines business entity producer license. This provides protection to the facility operators as they are not acting as insurance producers. This business entity license is required if your facility offers tenant insurance of any kind.

Parking Tax – May 19, 2015 – Tenn. Code Ann. 67-6-205(c)(2)

After considerable research, meetings with legislators and their staffs, and consultations with TNSSA's Lobbyist, the TNSSA Board of Directors concluded that it is in the best interests of TN self-storage facilities to collect parking tax on vehicle storage and remit those funds to the TN Department of Revenue.

It was recommended that facilities provide 30-days written notice to all affected tenants, but you should review **your** current lease and determine the appropriate notice requirements for your tenants. The TN sales/service tax (parking tax) does not apply to boats, airplanes and trailers.

Property Tax Assessment in Hamilton County – August 2016 – Tenn. Code Ann. 67-5-1601

There are three ways to determine property value:

Income Approach - Uses the profit & loss statements of the property as provided by the owner

Sales Approach - Takes into consideration the last known sale information

Cost Approach - Applies a price per square foot it would take to build/replace the property

The county alleges to be converting from the Cost Approach to the Income Approach; thus, requiring owners to provide Profit & Loss Statements to the county whereby they would apply a CAP Rate to come up with the new value to which they would then apply the millage rate and come up with your new taxable amount. Typically, the income approach is used by owners to appeal property assessments that the owner feels has been valued too high.

Property owners in Hamilton County have been advised to respectfully request that their assessments be determined based on the typical approach and refrain from supplying the income information that has been requested. We would ask that you please notify us of any such requests that you may receive. This is an area that we certainly want to stay ahead of.

More information regarding each of these topics can be found at www.tnssa.net/AdditionalResources.

Melissa M Roberts, TNSSA Admin Director, info@tnssa.net

2017 TNSSA BOARD OF DIRECTORS



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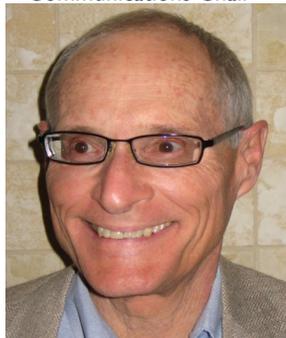


Melissa Roberts,
Administrative Director

[*Click here to read more info about our Board of Directors*](#)



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