



Chattanooga Lunch

Owners, operators, and vendors came together for Power Networking in Chattanooga at our Fall Luncheon

LETTER FROM THE PRESIDENT

Happy New Year!!! 2023 has been a year full of challenges and opportunities. Whether we've called it "the new normal," "a return to seasonality," or "back-to-basics," we've been faced with weaker demand, falling rental prices, higher interest rates, and a host of other issues.

However, 2023 has been a banner year for your Tennessee Self Storage Association. We have had some absolutely fantastic learning and networking opportunities at our quarterly luncheons, and we even set a record for our Knoxville event. (I always take some special pride in that event, since I am based in Knoxville.) We hosted our first ever Three Day Fall Conference, and I was truly amazed at the incredible response and interest in our owner's programming, our manager's summit, and our general sessions on legal issues, marketing, etc. All that isn't to say that TNSSA didn't have its own hiccups. We did! But, I have been very fortunate to serve in this organization, where our membership is so willing to share terrific ideas on how we can improve. It is much harder to be motivated when you only hear complaints and don't hear the amazing potential solutions that you have.

You can be sure that we have listened. One of the great advantages of serving you as the Association President is I get to see the incredible vision our directors have. Our first luncheon in 2024 is going to be AMAZING! Lynn Sykes of Storage Asset Management has

some spectacular insights about how to make the SSA Demand Study work for you. And I have seen a sneak peak of the plans to make our Fall Conference even better than 2023. It will be the "must attend" event of the year. Our board puts together educational opportunities that rival those available at the national meetings. You DON'T want to miss them.

Finally, it has been a great privilege to serve you as your Association President. You are the reason we have meetings; you are the reason that we put together educational programs at the luncheons and conference; you are the strength that makes our association work. I am not leaving, but if you attend our Winter Luncheon, please take a moment to welcome Andy Beeckman as our new President and all the other newly elected officers and board members. They are going to need your assistance and support as much as I have, and they are going to do a wonderful job. And when you get that email from Melissa for Manager of the Year nominations, please consider whether your manager is a Manager of the Year. Our businesses don't grow and thrive without great people. Help us to recognize the great people around you!

Best Regards,

Lee Creech

Lee Creech
President, TNSSA



Fall Luncheon

We love our new Power Networking format! What a great way for Owner/Operators to connect and share ideas



Thank You To Our Sponsors



Power Networking

We learned from each other on a variety of topics, from marketing to favorite vendors to crazy things found in our storage units.



Association Updates

Our new board members were introduced and attendees were updated on events and legal issues facing TN.



Excellent Food

Everyone raved about the spread. The Marriott provided excellent food to all who attended.

Boosting Security and Revenue: How Self-Storage Facility Managers Benefit from Selling Motion Security Lights

Written by Kevin Kody, Founder of FLI Products

Self-Storage facilities play a crucial role in providing individuals and businesses with a safe and convenient space to store their belongings. However, maintaining tenant safety and security within your facilities is a top priority for both facility managers and tenants. One effective way to enhance safety and security, emphasize standards for space lighting, and generate additional revenue is by selling LED Battery-Operated Motion Security Lights along with each contract.

Selling LED battery-operated motion security lights provides an additional stream of revenue for self-storage facility managers and can contribute to the bottom line. Since these motion activated lights automatically come on and off, a few of the benefits for facilities and their tenants are:

- Safe tenant access entering their space
- Reduced need for access to power outlets
- Improved tenant space utilization
- Reduced energy consumption in the general spaces
- A 10x10 space could easily be lit with 2-3 Battery-Operated motion lights mounted to space structure or tenant fixtures with zip ties, magnets, or adhesive hooks.
- Each fixture takes 4xD Batteries that could also be sold with the fixture. Zip ties, adhesive clips or magnets could be sold too.
- The fixtures can easily be installed AND removed by the tenant in a matter of minutes.
- These lights could be used to educate tenants on interior space safety standards IE avoid using halogen lights, extension cords, and leaving non-facility lighting on and unattended.
- The Battery-Operated lights have similar



Battery-Operated Motion Security lights can be zip tied, magnetized or hung with clips to interior structures and racking

controls and lumen levels as their 120V counterparts.

- The lights can enhance the tenant's sense of security and perception of operational quality standards while in their space and give them peace of mind about coming and going especially since many visit at night..

Conclusion:

Self-storage facility managers can reap numerous benefits from selling motion security lights. By improving security, increasing revenue, and enhancing the tenant experience, these lights offer a win-win solution for both managers and tenants. Whether it's for deterring trespassers, providing convenience, or boosting the bottom line, motion security lights are an excellent addition to any self-storage facility's offerings. So, make the investment, and let your facility shine bright in the eyes of your tenants and your balance sheet!

About the author: Kevin Cody, founder of FLI Products lives in Dandridge TN and has been a member of the TNSSA for 2 years. You can reach him at kevinc@fliproducts.com

WINTER LUNCHEON - NASHVILLE

**February 13 at The Gaylord Springs Golf Links
11am - 1pm | Featuring Lynn Sykes**

REGISTER TODAY



“2023 Self Storage Demand Study Takeaways”



Lynn Sykes is the senior VP of Operations for Storage Asset Management (SAM).

We're excited to be back at the beautiful Gaylord Springs Golf Links to kick off our 2024 luncheons. Lynn Sykes will be sharing insights from the recently published Self Storage Demand Study. She will help us understand customer trends, what our potential customers look like, and how to better cater to their needs. Plus, we'll have opportunities for networking before and after lunch.



SSA SPRING SHOW - MARYLAND



Make sure to register for the upcoming SSA National Spring Conference in National Harbor, Maryland. Speakers and vendors from around the nation will come together for this annual event for networking, industry updates, education, and more.

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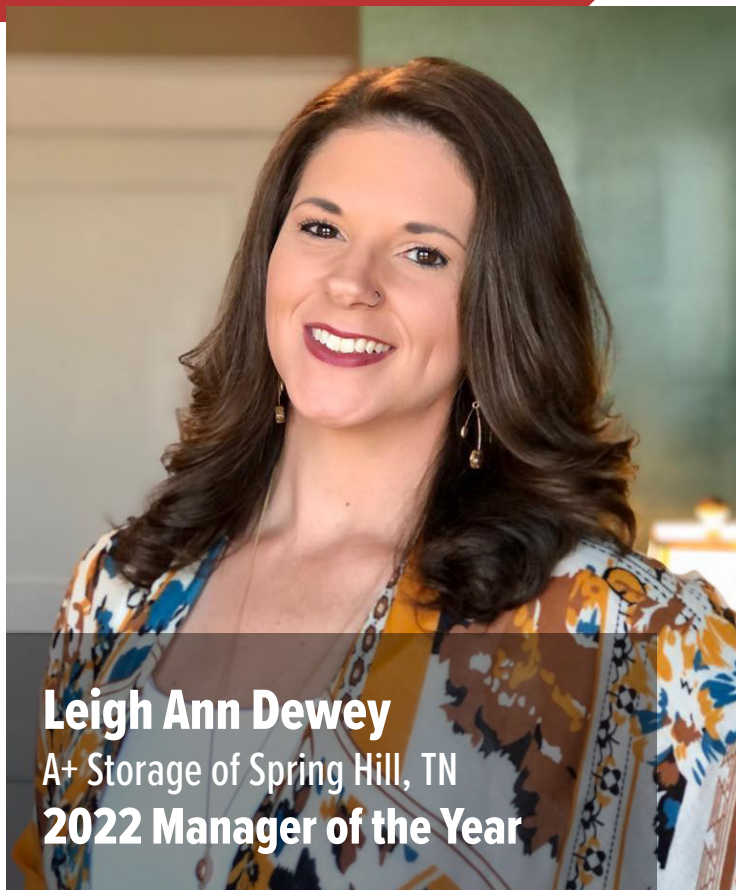
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Leigh Ann Dewey
A+ Storage of Spring Hill, TN
2022 Manager of the Year

MANAGER OF THE YEAR

AND THE WINNER IS...

Congratulations to Leigh Ann Dewey,
manager of A+ Storage in Spring Hill,
TN.

**FIND OUT MORE ABOUT
LEIGH ANN**

NOMINATE OUR 2023 MANAGER OF THE YEAR

This annual award recognizes the best of the best in our state. Several nominees are submitted each year by our members. It's awarded at our first luncheon of the new year in February. If you have an outstanding manager we'd encourage you to nominate them for this exclusive award.

Nominations are due January 10th!

**NOMINATE YOUR
MANAGER HERE**

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



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MORE INFO

Spring Luncheon Knoxville | May 21

We hope you'll join us at the beautiful Foundry in Knoxville for our Spring Luncheon. This is typically one of our largest events of the year.



MORE INFO

Summer Luncheon Memphis | August 13

We're back in Memphis and excited to host our first ever Tri-State Luncheon. Guests from Arkansas and Mississippi will join our program.



MORE INFO

Fall Conference Murfreesboro | Sept 16-18

We have a fantastic venue reserved with space for vendors, education, and LIVE music! We hope you'll join us at the Fall Conference just outside Nashville.

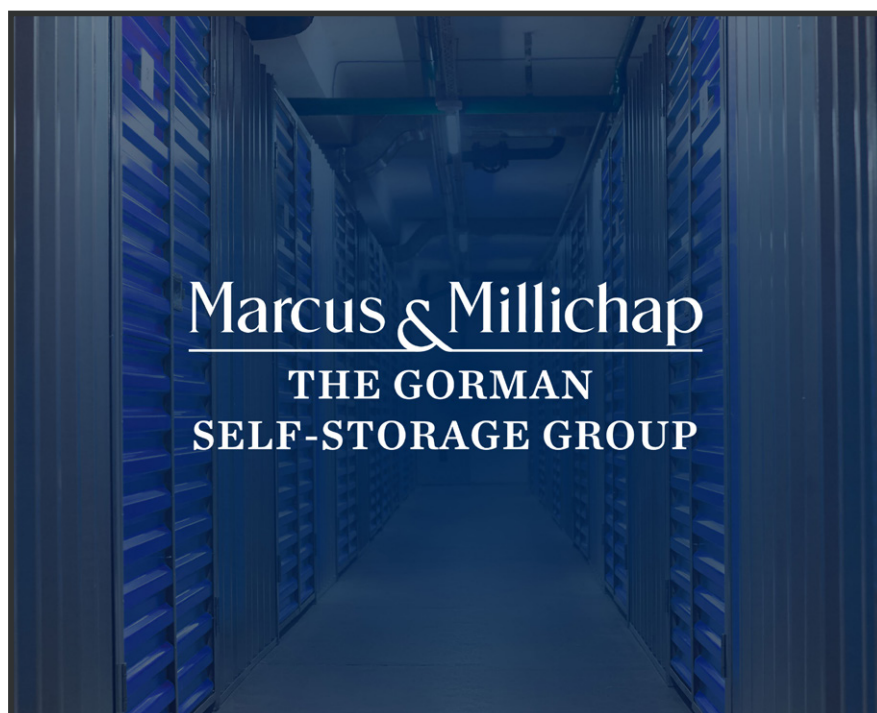
REGISTER TODAY

CHARITABLE GIVING FOR 2024

A big focus for us this coming year will be charitable giving. Our charity of choice is actually nine different charities. This is made possible through StorageGives. Their supported charities are Kure it, Alzheimer's Association, Mission Feeding, Sparrow Foundation, Autism Speaks, Homes for Our Troops, Water for Life, Shriners Hospitals, and the Breast Cancer Research Foundation. Each of these organizations has been vetted to make sure your money goes to a great cause, not just overhead expenses. 100% of all donations from the TNSSA will go directly through StorageGives to these organizations.

Stay tuned to upcoming announcements. We will have several ways for you to get involved at our luncheons, Fall Conference, and your personal business.

**Storage
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Member Benefits

Are you a member? You should be. Members gain access to legal assistance, networking opportunities, training, exclusive discounts, and the incredible support system of your fellow TNSSA members. Join today!

MEMBER RESOURCES



PREMIUM CONTENT

- TNSSA Standardized lease agreement
- Storage addendum for vehicle lease
- Limitation of value addendum
- TN foreclosure checklist
- Newsletter archives
- Vendor Directory



CONTACT US- We are always excited to hear from our members! If you have questions, concerns, or need resources, we have a lot to offer. Don't hesitate to reach out and let us know how we can help. It's been wonderful to reconnect to many of you at our events. We hope you'll continue to depend on us and one another for support as we continue through 2024 and beyond. Here's how to reach us:

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