

STORAGE UPDATE



2021

At the Chattanooga Hotel, Chattanooga, TN



Panel Discussion

We're back! After a year off due to COVID restrictions we had our first LIVE event of 2021. We met at the Chattanooga Hotel in Chattanooga, TN along with 45 attendees and another 15 joining us virtually. Despite the cold and flurries (which kept our illustrious speaker and President Stephanie Tharpe away), it was a fantastic event, made possible by several generous sponsors. We unveiled our 2020 Manager of the Year (*see page 3*), enjoyed a delicious lunch, and settled in to hear from our panel (Jane Sauls, Grace Totty, and Melissa Huff). Our experts

1st Quarter Luncheon

spoke about operations with topics ranging from new technology to best practices they believe will carry into a post-covid storage world. Several questions from the audience and online viewers rounded out the event as we learned about marketing, tenant management, and keeping our facilities running smoothly. Make sure to save the dates for our future luncheons in Knoxville, Memphis, and Nashville (*see page 5*).



LUNCHEON SPONSORS

LETTER FROM the President

With 2020 firmly behind us, and having had a very successful start to our 2021 events, we can breathe just a bit easier today. The plans we have for this year are greater than ever before as we are recovering from a year of uncertainty. We are boldly moving forward in our plans with great anticipation! I am fortunate to have the help and support of our active board members, our many volunteers, and our favorite Director, Melissa Huff.

We of course, hope you will make plans to join us at our upcoming events throughout this year. But one special event we want to draw attention to is the SSA Spring Show on June 2-4 (*more info on page 4*). Nashville will be the place to be this year! TNSSA will have a special role to play in this Show and we hope you will make an effort to seek us out. Plans for our involvement in the Spring Show will be communicated via eblast over the next several weeks so stay tuned as our Communications Committee roles out the details.



As your President, my focus will remain on being a member-centric organization by continuing to work hard to increase our member benefits, grow our networking and information sharing opportunities, protect our industry from harmful legislative changes and, last but not least, have fun!

I look forward to serving you as your President in 2021!

- Stephanie Thorpe



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MEMBER RESOURCES

Tennessee Talk

This Member's Only Forum exists to create a platform that will bring everyone together and open up the lines of communication between TNSSA and our members.

It is our hope that all of our members will make use of this tool to discuss questions, concerns, ideas and well... just to have fun! [Click here](#)

New Logo

We have a brand new logo, available to download and use. We encourage members to display their membership with us by placing the Member logo on your company website and other business and promotional materials. This logo is for use exclusively by current members. [Click here](#)



PREMIUM CONTENT

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

Lien Law Updates

Everything you need to know about the 2020 changes regarding the removal of newspaper requirements in the TN Lien Law, as well as other legal documents and updates, can be found by [clicking here](#).



Evan Barry

Sewanee Mountain Storage

Manager of the Year

We would like to congratulate our 2020 Manager of the year, Evan Barry. Evan is a graduate of the Jones School of Business at Middle Tennessee State University with a bachelors degree in Entrepreneurial Studies. His senior year he began an internship with Enterprise car rentals. After graduation he continued with Enterprise for 2 years and quickly rose to manager at the Nashville International Airport.

As an Entrepreneur at heart he then decided to move back home and start a moving business. He created The Local Mover and added a U-haul service which he ran successfully in conjunction with Sewanee Mountain Storage for 5 years.

In 2017, Dan and Arlene Barry (Mom and Dad) offered Evan a Chief Operating position with Sewanee Mountain Storage and Storage Central of Franklin County. (Evan is part owner of Storage Central.) Both businesses were run mom and pop style with stand alone software at the time. Evan accepted the offer, sold his moving business, and dedicated full time to running over 850 units combined. Under Evan’s tenure for the last 3 years both facilities were quickly upgraded to Sitelink’s webbased software.

In 2020 a successful pilot project was launched with Storage Central becoming a contactless facility where all transactions are completed through the facilities website. By March of this year Sewanee Mountain Storage will also be website operational.

During this Covid crisis Evan has not only been able to keep tenant exposure to a minimum but is always available to talk to customers as the need arises. He has taken both businesses from a 3% delinquency rate to currently 0%.

Evan and Katie have been married for the last 6 ½ years. They have 2 children -Victoria (4) and Duke (2) with a new addition due in October.



Steve Klein

East Nashville Self Storage

Runner-Up

We are pleased to present the Runner-Up with this certificate for the achievement recognized by industry peers in Outstanding Management and Customer Service in 2020 to

Steve Klein of East Nashville Self Storage.

Steve became our property manager at East Nashville Self Storage in December, 2019. While he didn’t have prior storage experience, he came with over 30 years of working in sales. Steve immersed himself into the role and proactively learned the nuances of the storage business. He is a hands on leader and is willing to get his hands dirty. He quickly gained the respect of his staff and improved the work environment for everyone. Whether it is managing the budget, making collection calls, or cleaning bathrooms, Steve leads by example, with a great positive attitude.

2020 MANAGER OF THE YEAR

NATIONAL SHOWS

www.selfstorage.org



We Moved Our Dates!

SSA 2021 SPRING CONFERENCE & TRADE SHOW

NASHVILLE JUNE 2-4, 2021



Gaylord Opryland
Resort & Convention Center

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SSA 2021 Spring Conference & Trade Show

The Self Storage Association has announced that it has rescheduled its 2021 Spring Conference & Trade Show at the Gaylord Opryland, Nashville, from its planned mid-March week to early-June at the same venue.

“In-person group events throughout our culture continue to be compromised by the COVID-19 crisis, making it impossible to plan our March conference in the Music City,” said Self Storage Association President & CEO Timothy Dietz. “Although there are no assurances that current distancing constraints will be lifted by June, there is no question that planning for a later date offers a more favorable scenario for our industry to gather once again.”

The SSA Spring Conference will run from Wednesday, June 2nd to Friday, June 4th under the new schedule. We will provide more details as they become available through our website (selfstorage.org), SSA Magazine, the SSA Magazine Weekly e-newsletter, and our social media outlets.



EDUCATION: JULY 13-16, 2021
EXHIBITS: JULY 14-15, 2021
THE MIRAGE | LAS VEGAS, NV

As the Inside Self-Storage World Expo (ISS) prepares to return to a live, in-person format in 2021, show management has made the proactive decision to reschedule the event to July 13-16, with exhibits on July 14 and 15, at The Mirage Hotel & Casino in Las Vegas. Though not easily reached, the conclusion was based on feedback from key stakeholders and industry professionals, who believe July is ideal timing for the self-storage community.

“We have a commitment to our attendees and exhibitors to provide a valuable and productive face-to-face experience in 2021, conditions permitting,” said show director Dana Hicks. “We feel the new July dates will provide everyone with the necessary time to plan effectively, and allow us to reimagine ISS for a different time of the year.”

Owned and produced by Informa Markets, the ISS World Expo will be organized in accordance with Informa’s AllSecure health and safety standard, a detailed set of enhanced measures

to provide the highest levels of hygiene and safety at in-person events.

All existing exhibition bookings and attendee registrations will be transferred automatically to the new dates. Housing reservations can be made online at <https://www.issworldexpo.com/en/register.html>. Registration for new participants is expected to open in April.

To assist in the transition, additional details regarding the in-person event will be distributed in the coming weeks and available on www.issworldexpo.com.

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UPCOMING SELF STORAGE EVENTS

TNSSA 2021 LUNCHEONS



Save the Dates
 11am - 1pm
 May 18- Knoxville
 August 17- Memphis
 November 16- Nashville

Knoxville Luncheon - May 18

Our next luncheon will take place in Knoxville, TN at The Foundry. Speakers and vendors will be joining us to share best practices, updates from around the industry, and products that make our self storage lives easier. We'll begin at 10:30 EST with time for networking, then settle down for lunch and presentations at 11am, wrapping up at 1pm. Registration is now open on the website.

REGISTER NOW!



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Keep in Touch

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. 2020 was certainly a tough year for many of us, but one of the things that got us through was sticking together and relying on one another for support. We want to continue that trend into 2021 and beyond. Here's how to reach us:



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