

STORAGE UPDATE



2021

From the SSA Spring Show in Nashville, TN

Letter From the President

Wow! 2021 has been so exciting and beyond my expectations so far. In person events are taking off as restrictions are being lifted, and I love seeing everyone's happy faces.

The highlight of the year so far was the National SSA hosting their Spring Conference in Music City USA. As a member of TNSSA, I could not have been prouder of our association. Our booth looked fantastic and I saw "I Love TNSSA" buttons everywhere! Josh and Melissa Huff did a fantastic job with the booth as you can see by looking at the photos in this newsletter. I want to thank our board members (Chris Johnson, Trey Kirby, Bev Krueger, Andy Beeckman, and Lee Creech) for helping to man the booth and talking with all the folks that stopped by. A special thanks to Trey Kirby for being our balloon guy!

In case you missed it, SSA did a multi-page write up in their magazine, The Globe, about our Association that came out the week of the event. They did a great job highlighting our legislation that passed during the pandemic. TNSSA has always

been a leader in the industry with our legislative activity, and last year was no exception. The article features contributions from board members Anne Williams and Dee Wiseman, our 2020 Manager of the Year Evan Barry, and our Director Melissa Huff. I know when you read it you will feel as proud as I do. You can check it out [HERE](#).

As we approach the 2nd half of 2021, I want to encourage our members to attend as many of our events as you can. I'm very excited about our new Fall Conference location in downtown Knoxville. The venue is beautiful and there are tons of things to do close by. We are delighted to have Scott Zucker back for this year's conference, so have your questions ready!

Finally, I think we have the best association in the country and it's because we have you, the Members, that make us so great. Thank you for your support. See you in Jackson!

- *Stephanie Thorpe*



KNOXVILLE LUNCHEON

@ THE
FOUNDRY

Knoxville, TN
Featuring: Tommy Nguyen
(StoragePug),
Evan Barry (MOTY 2020), &
Lee Creech (MOTY 2018)



Your Customer's Journey

Our luncheon was a huge success this year thanks to so many joining us at The Foundry to learn about the Customer's Journey. Tommy Nguyen (StoragePug) and our two previous Manager of the Year Winners, Evan Barry and Lee Creech, took the stage to discuss the path each customer takes before they even walk through the door of your facility. They gave insights into marketing, customer retention, and management techniques.

We were also joined by vendors from across the industry, eager to see people face to face again. The room buzzed with networking and reunions of friends before and after lunch. "I'm loving seeing everyone in person again! I'm burnt out by all the zoom meetings, and this is just what I needed," said one attendee. We certainly agree and hope we can get back into the swing of things quickly.

Knoxville turned out to be a fantastic location for after hours get-togethers as well. We hope you'll come back for our Fall Conference & Expo in Knoxville in October (page 4).



Record Breaking Event!

This was our largest TNSSA luncheon ever with 111 people registered. It was wonderful to see so many faces after a long absence. We're excited to see you all again at our upcoming events in August, October, and November (pages 4 & 6).



LUNCHEON SPONSORS

Trade Show Floor



SSA SPRING SHOW NASHVILLE

Back in the Saddle

That was the theme of this year's SSA Spring Show in Nashville. If you remember, the 2020 event was cancelled just days before it was supposed to begin. Other than a few virtual events, there hadn't been an industry wide show in more than a year. That made this one very special. Over 1,500 people gathered from around the country to celebrate, learn, and get back in the saddle.

Our team had a very active booth on the trade show floor. We gave away hundreds of Beverage Self-Storage cups, pens, buttons, and brochures. It was wonderful to reconnect with so many of our fantastic members and hear how your facilities are doing. Several of you had questions about the new laws, membership benefits (page 5) and upcoming events (page 4 & 6). As always, we're here to help with questions, and if you weren't able to find us feel free to reach out if you need anything (page 6)



Of course, there was a lot going on in the evenings as well. Broadway was open for business and several vendors had after-parties at some of the hottest venues in Nashville. The networking and reconnecting went late into the evenings, but there were still great crowds for the education sessions during the day, headlined by several of our favorite people, including our Fall Conference speaker Scott Zucker (page 4).



And the winner is...

Congratulations to Nick Newcomb from StorageMax! He's the winner of a shiny new iPad plus registration for 2 and hotel accommodations for our Fall Conference & Expo in October (page 4). Thanks to everyone who entered our drawing at the SSA show. Make sure to come to our upcoming events for more fun giveaways (including our famous TNSSA Beverage Self Storage Cups).



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FALL CONFERENCE & EXPO KNOXVILLE

Our Fall Conference & Expo is right around the corner! Join your peers and over 20 vendors in our exhibit hall on October 12-13 at the downtown Hilton in Knoxville, headlined by the legal man himself, Scott Zucker.

Legislation is constantly updated across our industry. It's important for you to stay in-the-know so you serve your tenants well and stay on the right side of the law. Each year we host our legal seminar as a part of the Fall Expo to keep you informed and provide you an opportunity to ask questions.

Several other industry experts will also be there to speak to their areas of expertise. We'll have panel discussions, round

table chats, and opportunities for networking before and after each session. From marketing to operations to best practices, we have it all covered at this annual event. You'll also want to visit our exhibitors to find out what's new and to see the useful tools our vendors offer to make sure you getting the most out of your facility and management team.

Registration is now open, but don't wait too long. We have a block of hotel rooms set aside on a first come first serve basis for those that come for \$139 per night. Early bird registration is only \$185 for members before August 27. We hope to see you there!

REGISTER TODAY

Featuring Scott Zucker

FALL CONFERENCE & EXPO

OCT 12 - 13 2021

Hilton, Knoxville
501 W Church Ave
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MEMBER RESOURCES

www.tnssa.net

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](#)

Manager of the Year

Each year we recognize one of our Tennessee Managers that has shined brightly in our industry. Our Board of Directors consider several areas of job performance including commitment to leadership, creativity, high occupancy rates, low delinquencies, community involvement, and overall business practices when choosing the winner. If you know someone who fits this description, please nominate them today [here!!](#)



Evan Barry, 2020 MOTY

PREMIUM CONTENT

- TNSSA Standardized lease agreement
- Storage addendum for vehicle lease
- Limitation of value addendum
- 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](#).

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TNSSA 2021 LUNCHEONS



Memphis 2019

Save the Dates
 11am - 1pm
 August 17- Jackson
 November 16- Nashville

Jackson Luncheon - Aug 17

Our next luncheon will take place in Jackson, TN, just east of Memphis at the Doubletree by Hilton. 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 CDT with time for networking, then settle down for lunch and presentations at 11am, wrapping up at 1pm.

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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. 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 2021 and beyond. Here's how to reach us:



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