

STORAGE UPDATE



2021

From the Fall Conference & Expo in Knoxville, TN

Letter From the President

This is my final letter to you all as the president of the association. It has been a joy and privilege to serve you and to serve alongside this amazing board. A lot has happened this year in our industry, state, and country. We entered not knowing what to expect coming out of a turbulent election, heading into year two of COVID, and trying to figure out how it all would effect our industry. Through it all you have proven resilient and focused on taking care of your customers and businesses well. I hope the TNSSA has played a helpful roll in all that.

One of the highlights of the year for me was our Fall Conference & Expo in October. It was wonderful to see you all and to have so many attend! Melissa and I got to join Scott Zucker for a great session about the Top 10 Don'ts of Self Storage. Tommy Nguyen with Storage Pug also got to show off his auctioneer talents and helped us raise over \$8,000 for Team Rubicon. But even more special than the sessions was the chance to interact with everyone. After an unpredictable few years I don't think I'll ever take those face to face meetings for granted again.

Throughout the year we had several chances to reconnect and learn from each other. I'm excited to continue that trend into 2022 at our luncheons and Fall Conference. I'm not going to try and predict what may happen next year, but I can at least hope and plan on some good things to come. Our industry appears to be very stable and continuing to grow. Our board is as active as it has ever been and I know our new president, Trey Kirby, will continue to build on the momentum we've gathered coming through this pandemic.

Whether you're an owner, manager, operator, or vendor, we hope you'll continue to be a part of the TNSSA. As a business owner myself in this industry, I couldn't imagine walking the self storage world without this association behind me. Even though I won't be your president anymore, I'm still excited to be involved on the board and to continue to serve you all as best I can in the coming years. Have a safe and happy New Year everyone!

- Stephanie Thorpe





FALL CONFERENCE & EXPO 2021

Education

There were several great sessions at our Fall Conference focusing on one of the pillars of our association, education. Industry experts and business leaders shared the latest information about management, construction, investing, and much more. Tommy Nguyen kicked off our time with a focus on Google My Business. Jim Mooney and the property brothers (Matt Williams & Joe Tharpe) continued the day with some great insights into improving revenue, managing our managers, and considerations for property development. In between sessions there were several opportunities to network and talk to vendors.



Day two opened with a fun session led by Stephanie

Tharpe, Melissa Huff, and Scott Zucker. These three led us through the “Top 10 Don’ts of Self Storage,” sharing stories and practical solutions to many of the issues we all face. The day wrapped up with Anne Williams and Andrew Beeckman updating us on the state of the industry and Scott updating us on all things legal in TN.

If you attended and missed any of the sessions, audio downloads are available on our website.

Legal Updates

An annual highlight of our fall conference is Scott Zucker giving us the latest updates from the legal world. Many in our state are still bringing their leases up to date with the recent changes to our lien law. Scott shared some fantastic insights into how the law benefits our business and answered many questions from our attendees. His humor and knowledge made this a session to remember. This and all other sessions are available to listen to on our website.



First-Ever Self-Storage Protection for RV & Boat Owners

FALL CONFERENCE & EXPO 2021



VENDOR ROUND TABLES

Seventeen vendors led round table discussions this year. These were great opportunities to brain storm, ask questions, and learn about some of the niche topics in our industry. Topics included start-up marketing, vetting quality doors, construction basics, rate management, smart technology, staffing, and much more. Just about every corner of the industry was represented for our three sessions. We want to extend a heartfelt thank you to all our vendors who participated and sponsored this event. We couldn't have done this without you.



AUCTION

We had a fantastic array of items donated to raise money for Team Rubicon. Tommy Nguyen showed off his auctioneer skills, involving the crowd and raising the bids. From football tickets to wine baskets to fun tech, everything found a good home and helped support a worthy cause. One of the highlights was our new President Trey Kirby riding around the room on an under-inflated UHaul bike. That's one of those things you had to be there to see. Thank you to everyone who bid and made the event a huge success.



GOLD SPONSORS



SILVER SPONSORS





Welcome New Board Members



Clay Powers



Georgia Fletcher



Sam Slocum

Our New President

Trey Kirby will be stepping into the role of President of the TNSSA beginning January of 2022. He takes over from Stephanie Tharpe who led us through a tumultuous few years. Thank you for your service Stephanie! Trey has been with the board for several years and is excited to continue the progress and positive growth we've been experiencing.

New Board Members

Most of our 2021 board members are back to serve another term. Joining them are three rookie members: Clay Powers, Georgia Fletcher, and Sam Slocum. Clay has been an owner for over 20 years in self storage. Georgia specializes in commercial real estate throughout the southeast. She'll also be serving as our board secretary. Sam is an associate with Marcus & Millichap's Gorman Self Storage Group and has also worked as a manager for many years. Part of Sam's role will be to assist with treasury duties alongside Chris Novarese. We're so thankful to have some fresh faces on the board to serve with our seasoned veterans. We're excited about 2022 and look forward to serving all of you to the best of our abilities.

TNSSA

Board



LEARN MORE ABOUT THE BOARD

WORKING FOR YOU

We have several committees in place to serve you and stay on top of all that's happening in our industry. We know you are busy managing your facilities, so we are here to keep an eye on all things self storage. These committees monitor our membership, track new and existing legislation, handle member communications & resources, keep the website up to date with tools for you, plan events, investigate how we can give back to our communities, and much more.

Industry Experts

Do you have questions about marketing, buying or selling, operations, HR, software, legal requirements, etc.? Our board members have years of experience and are each well versed in their fields.



We're here to help



NASHVILLE LUNCHEON

@ **GAYLORD
SPRINGS
GOLF LINKS**

“Q&A”

Nashville, TN

Featuring: The TNSSA Board
of Directors



TNSSA Board Q & A

We wrapped up our 2021 luncheons with a great time together in Nashville at the Gaylord Springs Golf Links. We introduced our new board members (page 4) and heard a touching goodbye speech from our outgoing President Stephanie Tharpe. After lunch the current board members tackled questions from the audience regarding just about everything in self storage. They fielded questions on taxes, tenant insurance, marketing, and new construction. There was even a fun question about how to make sure tenants know if their unit is actually closed before they put the lock on. All in all, it was a fun way to wrap up the year and look ahead at some of the things to come in 2022. We have several luncheons already on the calendar for next year (page 7) and we hope to see you there.



TNSSA Board of Directors Panel Discussion



The Gorman Self-Storage Group
The Premier Self-Storage Advisory Group in the Southeast

Marcus & Millichap



LiveOakBank.



storagepug



LUNCHEON SPONSORS

MEMBER RESOURCES

www.tnssa.net

New Lease Agreement

Scott Zucker discussed some new language and updates to the lease agreement. This new updated lease is now available for all active TNSSA members. You can find this and download it on the “Members-Only” tab on the website under “Premium Content”. Make sure to download this ASAP so you have the most updated information to give your tenants and to protect your facility.

Manager of the Year

A special shout out to Evan Barry, our current Manager of the Year for 2020! Evan successfully guided Sewanee Mountain Storage through COVID, implementing several new practices including contactless rentals and a company website. Evan has managed here for the past 3.5 years. Nominations are now being accepted for the 2021 MOTY.



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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Nominations for 2021 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](#)!!

THINGS TO KNOW:

1. Nominee must manage a facility that is a current member of TNSSA.
2. Nominee must have been in the management position of the facility for the full year of 2021.
3. Please provide details regarding your nominee. Tell us about their creativity, achievements, ways they’ve made their store better, community involvement, and anything else you feel will be helpful.

The award will be presented to the winner at the 1st Quarter Luncheon in February of next year.

TNSSA 2022 LUNCHEONS



Save the Dates
 11am - 1pm
 February 15 - Chattanooga
 May 17 - Knoxville
 August 16 - Memphis
 November 15 - Nashville

Chattanooga Luncheon

Our next luncheon will take place in Chattanooga, TN at the Chattanooga. 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 with time for networking, then settle down for lunch and presentations at 11am, wrapping up at 1pm.

REGISTER TODAY



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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 615.288.2162



Melissa Huff, *Director*
 Melissa@MR-Mgmt.com
 423.443.8249

Self Storage near me

Store with care. Store secure.

Search your location and find your unit!

Select your unit options

Unit Type: Self Storage
 Unit Size: 10x10
 Rate per Month: \$100
 Rent now for \$120/mo

Total Online Rentals

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★★★★★

"Once we found StoragePug, I immediately saw how much better our web and mobile presence could be. I signed up. Now we're full. I think that says it all."

Chris Hughes, Big Easy Storage

★★★★★

"StoragePug helped me get the website I wanted and helped me through all of the different ways I wanted to approach my business. The result: We took a brand-new facility from zero occupancy to 100% full in 12 months."

Sonny Bannister, Bannister Outdoor Storage

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