

STORAGE UPDATE

2021



From the 3rd Quarter Luncheon in Jackson, TN

Letter From the President

This year is flying by! Perhaps you feel the same way, especially coming off a year of less travel and tons of uncertainty. However this newsletter finds you, I want to say I'm so excited about how this year has gone for the TNSSA. It's been wonderful to see so many of you at our luncheons and I look forward to seeing even more of you at our big Fall Expo next month (page 3). I got a chance to connect with several of you at our Jackson Luncheon (page 2). Our panel had a blast talking about storage basics and tips for getting the most out of your facility.

Another event I'm looking forward to is our [Fall Conference & Expo](#). Are you registered yet? If not, make sure you add that to your list today. Scott Zucker and many other storage celebrities will be speaking and vendors from across the industry will be showing us their latest and greatest tools. This is a wonderful opportunity for you and your team to receive education and connect with others in the industry.

We've also had a change on the Board of Directors. I want to

welcome Trey Kirby into the role of VP. Our former VP, Dee Wiseman, needed to take a break and we're so thankful for the time she has spent on the board. Trey stepped into the role and I know he'll do an amazing job as we finish out the year. Congrats Trey!

Speaking of our Board of Directors, we would love to hear who you think would be a good fit to join our team. Several of our existing members will be back, but we're always excited to add fresh faces to the group. If you know of someone, including yourself, please send in the nomination or application (page 5).

It's also time to send in nominations for Manager of the Year. If you know of a manager who helped your facility weather these crazy times, send in their name (page 6).

I know I say it a lot, but we have the best association in the country. That's all because of you and your support. Keep it up, stay safe, and I'll see you in Knoxville!

- *Stephanie Thorpe*



JACKSON LUNCHEON

@ THE DOUBLETREE

“Back to Basics”

Jackson, TN

Featuring: Lee Creech (Northshore Pellissippi Storage), Melissa Huff (ASG Management), Stephanie Tharpe (A+ Management)



Back to Basics

Our Jackson Luncheon was a fantastic event. Owners, operators, and vendors from all over the state joined us for lunch, networking, and to hear from our panelists. Lee, Melissa, and Stephanie brought us “Back to Basics” with a fun discussion of how to run your storage facility effectively. The topics ranged from marketing to managing to dealing with trouble tenants. And of course, Lee made sure we all learned that “You can’t create demand” when trying to fill up your location.

A special thank you needs to be said to all our sponsors for this event. We couldn’t have pulled it off without your support. We have two more big events to go to close out 2021 and we’re looking forward to our times together in the coming months. Stay safe everyone, and we’ll see you in October.



Luncheon Panelists Lee, Melissa, and Stephanie



LUNCHEON SPONSORS



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FALL CONFERENCE & EXPO KNOXVILLE

Our Fall Conference & Expo is right around the corner! Join your peers and 19 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 can serve your tenants well and stay on the right side of the law. Each year we host our conference with an emphasis on legislative education 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. Registration is only \$215 for members before September 27. We hope to see you there!

REGISTER TODAY



SPEAKERS

SCOTT ZUCKER (SSA Attorney)- Scott will be sharing his legal expertise on our existing lien law, upcoming legislation, and whatever questions you might bring his way.

TOMMY NGUYEN (Storage Pug)- Tommy will be bringing his marketing expertise as he shares best practices for using Google My Business.

JIM MOONEY (Freedom Storage Management)- Jim will be speaking about 5 things managers can do to improve revenue.

STEPHANIE THARPE (A+ Storage Management) & MELISSA HUFF (ASG Management)- Ever wonder what not to do in self storage? Stephanie & Melissa will be joining Scott Zucker on this fun panel discussion.

JOE THARPE (Key Commercial Construction) & MATT WILLIAMS (Rapid Building Solutions) - Matt and Joe will be providing insights into the top things to look for when developing a new storage facility.

ANNE WILLIAMS & ANDREW BEECKMAN (Marcus & Millichap)- Anne and Andrew will be speaking about the state of the industry, trends to keep in mind, and whether or not you should be thinking about selling or keeping your facility.

The Gorman Self-Storage Group
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We would love to partner with you as a trusted advisor! Our team, with over 20 years in the self-storage industry has successfully leveraged the advisory model to add value for clients throughout Georgia and the Southeast. We regularly advise and consult with owners on the following topics:

<p> Best Practices Automation, Expansion, Revenue Management</p> <p> Know your Options Around Financing Marcus & Millichap Capital Corporation completed 2,000 transactions with over 300 leading lenders in 2020</p>	<p> Local Market Overview Deep dive into rates, development pipeline, and sales comps in your local trade area</p> <p> Understand the Value of Your Property Update or get a current, free, Broker Opinion of Value</p>
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Contact Our Highly Experienced Team (Over \$500M in sales since 2010):
Stacey Gorman
(678) 808-2734 | GormanTeam@marcusmillichap.com
www.gormanselfstoragegroup.com

FALL CONFERENCE & EXPO - THE DETAILS



ACCOMMODATIONS

The Fall Conference & Expo will take place at the beautiful Hilton in downtown Knoxville. A discounted room rate of \$139 for October 12th is only available through September 21st so register soon! This hotel is within walking distance of historic Knoxville with several options for fantastic food, drinks, and evening activities. We'd encourage you to make the most of this location by checking out the city, enjoying a unique dining experience, and supporting the many local businesses in the area.

[CLICK HERE FOR HOTEL ACCOMMODATIONS](#)



SCHEDULE

DAY 1 - Tuesday, October 12

Registration begins at 11am with our first session starting at noon. We'll hear from Tommy Nguyen, Jim Mooney, and others throughout the afternoon. Light snacks and refreshments will be available with cocktails before the dinner hour, ending with our fundraising event. Day one officially wraps up at 6pm, but there will be plenty of time to enjoy the evening in downtown Knoxville.

DAY 2 - Wednesday, October 13

Breakfast will be served at 8am followed by our "Top 10 Don'ts" panel discussion at 8:30. Make sure to stop by our trade show featuring the sponsors to the right. Lunch will be provided, followed by an update on the State of the Industry. The day wraps up with our keynote speaker Scott Zucker speaking to all things legal in TN. Day 2 wraps up around 5pm.

[CLICK HERE FOR THE FULL SCHEDULE](#)

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Do you know someone who should join our Board?



Our New VP

After many years of service to our state, Dee Wiseman is taking a break and stepping down from her role on the board. Thanks for all the time you've given to the TNSSA! Trey Kirby has stepped in to fill the role of Vice President for the remainder of 2021. He is a real estate broker in our industry and has served on the TNSSA board since 2016.

We're Accepting Nominations

Now's the time for board nominations! If you know if someone you think would be a good fit, please fill out our [nomination form](#). There will be 10 vacancies on our 13 member board as several current service terms expire. Nominees must be members of the TNSSA in good standing for at least one year and be current on their dues. You can nominate anyone from our membership including yourself. Anyone who accepts a nomination needs to fill out a [board member application](#) by October 16th. Online voting will be held on November 1st and the results will be announced at our upcoming luncheon in Nashville on November 16. For more information about this process [click here](#).

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



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!

Take a look and feel free to join the conversation- [Click here](#)

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. Under his tenure delinquencies are down to 0%. Evan has managed here for the past 3.5 years.



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 2021 LUNCHEONS



Save the Dates
 11am - 1pm
 November 16- Nashville
 Check the website soon
 for 2022 dates!

Nashville Luncheon - Nov 16

Our next luncheon will take place in Nashville, TN at the Gaylord Springs Golf Links. 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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