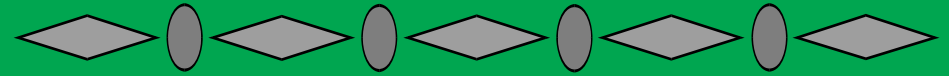


Self Storage Association of Michigan Presents



SSAM Winter Seminar

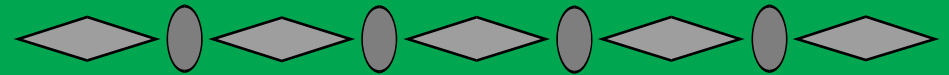
Marketing During Troubling Times and
New Perspectives in Collections

featuring industry expert Tom Litton

PLUS

New Revisions to Michigan Lien Law

Auctions: Your Greatest Risk and Liability



Tuesday, January 26, 2010

Okemos Conference Center

Okemos, Michigan

Generously sponsored by



2222 Association Drive
Okemos MI 48864



SSAM Winter Seminar

Tuesday, January 26, 2010

9:00 a.m. **Registration & Continental Breakfast**

9:30 a.m. **Welcome & Association Update**

Jon Hutto, President, SSAM

10:00 a.m. **Legislative Update**

Learn first hand about the new revisions to Michigan Lien Law.

Tom Hoisington, President, Public Affairs Associates

10:15 a.m. **Break**

10:30 - Noon **Marketing During Troubling Times**

Presented by Tom Litton, Litton Management & Consulting Inc.

This session will focus on changing demographics and how our market has evolved. Today's aggressive self storage marketer must use the internet, continuous customer contact, dynamic salesmanship using both the yellow pages and websites. Successful marketers must think marketing all the time! This fast paced session will focus on the basics plus 50 proven self storage marketing tips that are inexpensive, yet effective. Don't miss this fast, inspirational session filled with ideas you can actually use!

Noon-1:00 p.m. **Lunch - On Your Own**

1:00 p.m. **Auctions: Your Greatest Risk and Liability**

Learn what to do and what not to do. Panelist include:

Book Snyder, Blair Auction & Appraisal LLC

Maurice Pogoda, Pogoda Companies

William Perrone, Dykema

1:45 p.m. **Break**

2:00-3:30 p.m. **New Perspectives in Collections**

Presented by Tom Litton, Litton Management & Consulting Inc.

While selling delinquent tenants is the ultimate solution, the reality is that auctions spell failure, not success. The successful manager collects the rent, while maintaining a high degree of customer service. This session will focus on the psychology of collections with proven techniques for motivating customers to pay. In addition, this session will include 20 creative, proven and successful collections techniques that negotiate "win, win" solutions for both the facility and the customer. (Hand outs included with this session).



Okemos Conference Center

2187 University Park Drive, Okemos, Michigan

517.347.6690

Directions:

I-96 to Okemos Exit #110, Okemos/Mason Exit, go North on Okemos Road to University Park Drive. The Okemos Conference Center is attached to the Okemos Comfort Inn.

Registration Form

SSAM Winter Seminar

January 26, 2010

(Please Print)

Company Name

Street Address

City

State

Zip

(_____) _____

(_____) _____

Phone Number

Fax

Attendees:

1. _____ 3. _____

2. _____ 4. _____

Registration Fees:

Member fee: \$89.00 first person; \$79 additional members

Non-Member: \$150.00 per person

(Non-Members: Join SSAM and \$55 will be applied to your membership)

Enclosed is my check payable to SSAM for \$ _____

Charge Visa M/C Discover \$ _____

Bank Card Number

Security Code

Name on Card

Expiration Date

Billing Zip Code

Please make checks payable to SSAM and mail to
2222 Association Drive, Okemos, MI 48864
or fax with credit card information to (517) 349-3543
Questions? Call Events Manager Debra Behrendt at (888) 308-7726 Ext. 20