



Self Storage Association of Michigan

2011 Conference & Annual Meeting October 19, 2011 – 8:30 am – 3:30 pm Lexington Lansing Hotel – Lansing, Michigan

- 8:30 am **Registration & Continental Breakfast**
- 9:00 am **Welcome**
Timothy J. DeWitt, Executive Director, SSAM
- 9:10 am **The Electronic Revolution within the Self-Storage Industry**
Sam Celaya, Director eMove Storage Affiliate Network
eMove offers cost-effective operational solutions specific to the self-storage industry such as management software, reservations systems, tenant insurance, payment processing, tenant letter mailing service and much more. Learn how the electronic revolution has changed the way we do business today.
- 10:10 am **Refreshment Break**
- 10:30 am **Holding Your Own Auction-A panel discussion**
A three-person panel of SSAM members will share their expertise on holding your own auction. This interactive session will allow time for your questions and your suggestions.
- 11:30 am **SSA National News**
Tim Dietz, Vice President, Government Relations, SSA
The national association will discuss issues facing the industry on a national level.
- Noon **Lunch/Networking Opportunities**
- 12:45 pm **SSAM Annual Meeting and Association Update**
Jon Hutto, President, SSAM
The SSAM Annual Meeting will be conducted. SSAM President, Jon Hutto will review the association's accomplishments and share SSAM future goals.
- Michigan Legislative Update**
Thomas Hoisington, President, Public Affairs Associates
Join us for an update on Michigan legislative business activity under the first ten months of the new leadership in Lansing.
- 1:00 pm **Retail, Sales & Marketing in Today's Self-Storage Environment**
Brad North, President, Advantage Business Consulting, LLC
This session is well suited for both owners and managers and will provide strategies for improving the profitability of a self-storage operation.
- 2:00 pm **Refreshment Break**
- 2:20 pm **Retail, Sales & Marketing in Today's Self-Storage Environment**
Brad North, President, Advantage Business Consulting, LLC
- 3:20 pm **Conference Wrap-up**
Timothy J. DeWitt, Executive Director, SSAM

Registration Form

2011 SSAM Annual Conference
October 19, 2011
Lexington Lansing Hotel, Lansing, MI

(Please print clearly)

Company _____ Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____

Registration Fees

| <u>Package</u> | <u>Description</u> | <u>Member</u> | <u>Non-Member</u> |
|----------------|--|---------------|-------------------|
| A | Full Registration – First Person | \$125 | \$200* |
| B | Full Registration – Each Additional Person | \$100 | \$200 |
| C | Vendor Space (table top display) | \$99 | n/a |
| D | Sponsor | \$275 | n/a |

Sponsors receive first person registration fee (\$125 value), signage during the event, verbal recognition and your company name listed on the program.

*Non-Members: Join SSAM and \$75 will be applied to your membership

| Attendees | Package A First Person | Package B Additional Person | Package C Vendor | Package D Sponsor | Total |
|------------------|-----------------------------------|--|-----------------------------|------------------------------|--------------|
|------------------|-----------------------------------|--|-----------------------------|------------------------------|--------------|

1. _____
2. _____
3. _____
4. _____

Total Fee: _____

Hotel Accommodations

A block of rooms is being held at the Lexington Lansing Hotel. Please make your hotel **reservation by September 19, 2011** to receive the **special group rate of \$99 plus tax**. Call the hotel directly at 877.322.5544 and identify that you are a member of SSAM. The Lexington Lansing Hotel is a smoke-free facility.

Payment Information

Please charge my: Visa MasterCard Discover Total Amount: _____

Credit Card Number _____ Expiration Date _____

Name on Credit Card: _____ Billing Zip Code _____ CVV Code: _____

Enclosed is a check for \$ _____. Check # _____

Please mail this form with payment to: SSAM, 2222 Association Drive, Okemos, MI 48864
Fax with credit card information to:
517.349.3543