



**Pennsylvania Self Storage Association**

**Owners & Managers Conference**

**Thursday, March 18, 2010 ~ 8:00 am - 2:00 pm**

**Harrisburg East Holiday Inn, Harrisburg, PA**

## **HOW TO MAKE MONEY IN SELF-STORAGE**

**Presented By: RK Kliebenstein**

**Co-Author of “How to Make More Money in Self-Storage”**



*Leader, CKO (Chief Knowledge Officer) Coast-To-Coast, LLC  
Publisher, Author Coast-To-Coast Communications & Publications, LLC  
Agent, Coast-To-Coast Realty Advisors, LLC*

**RK has over 24 years of self-storage experience and over 32 years of commercial real estate experience. RK began his self-storage career in 1985, converting incubator space to self-storage use. He then joined National Self Storage and while there was a Partner in Self Storage Mortgage Corp. His self-storage financings total in excess of \$200 million. After his finance career, RK joined the Amsdell Companies where RK was responsible for the acquisition and integration of more than \$125 million in self-storage properties. Since that time, RK has worked and consulted on behalf of clients and employers, analyzing, acquiring, developing and integrating a wide variety of self-storage projects. During his career, RK has underwritten over three billion dollars in self-storage transactions. He estimates he has reviewed over 8,000 sites, analyzed 400 million square feet of storage space and personally seen more than 480,000 roll up doors!**

**RK is currently the President of Coast-To-Coast Storage, offering feasibility studies, site selection, financing, management consulting, marketing and technology repositioning of older first generation facilities to compete with state-of-the-art stores. Coast-To-Coast has taken the initiative to expand the self-storage world to include mobile storage, RV/Boat Storage and Condominiums, records management and store-within-a-store profit centers. Coast-To-Coast is the world's leading self-storage consultancy firm.**

**In September, 2005, RK and co-author Scott Duffy released the book “How To Invest In Self Storage” through the publisher Minico. Book sales are brisk and the book is available on-line at [minico.com](http://minico.com) and [Amazon.com](http://Amazon.com). His second and third books, “How to Make Money In Self-Storage” and “How to Make More Money In Self-Storage” are now available, and in 2010, he will be releasing “How To Market and Rent Self-Storage Space.”**

**RK studied at Arizona State University from 1974 to 1978, where he specialized his studies in Business Administration.**

**RK lives in South Florida, where he is active in his Church community, golf, boating, beach activities and nearly anything that takes him into the sunshine with his wife Lorraine.**

**Pennsylvania Self Storage Association  
Owners & Managers Conference Registration Form**

**Deadline: March 3, 2010**

**Attendee Information:** Please register one attendee per form. For additional registrations, please copy this form.

Full Name: \_\_\_\_\_

Badge Nickname: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**Membership Status:** Select all that apply.

- PASSA Member     PASSA Vendor Member     Non-Member

**SESSION REGISTRATION:**

- \$45.00 MEMBERS ONLY: Owners & Managers Conference & Networking Lunch
- \$75.00 NON-MEMBERS: Owners & Managers Conference & Networking Lunch
- Please check here if you are disabled and require special assistance.  
Attach a written description of your needs.*

**Payment:**     Cash     Check    Total Amount Enclosed: \$ \_\_\_\_\_  
Check Number: \_\_\_\_\_

**Make checks payable to: PASSA**

Mail form with payment to: PASSA, 908 North 2<sup>nd</sup> Street, Harrisburg, PA 17102  
Questions? Call Kimberly at 717-441-6044

***Cancellation & Substitution Policies:***

Please notify PASSA of cancellations as far in advance as possible.

Refunded Cancellations & Substitutions will be accepted until the registration deadline, March 3rd.

After March 3rd, no refunds will be issued and no substitutions accepted.

**Hotel Accommodations: MUST Reserve By March 3, 2010**

A block of hotel rooms have been reserved for the evening of March 17th at the Harrisburg East Holiday Inn, 4751 Lindle Road, Harrisburg, PA 17111.

Room Rate: \$97 per night. Call (717) 939-7841 by March 3rd to secure the PASSA rate. (Refer to PASSA to access this rate.)

**OWNERS & MANAGERS CONFERENCE AGENDA:**

**REGISTRATION:**

**8:00 am**

**WELCOME & INTRODUCTIONS:**

**8:30 am - 8:45 am**

**PRESENTATION SPONSORS:**

**8:45 am - eMove Inc. - Web Self Storage**

**8:50 am - Flexospan Steel Buildings, Inc.**

**8:55 am - Syrasoft Management Software**

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**INTRODUCTION**

**9:00 am - 9:15 am**

**REVENUE GROWTH**

**9:15 am - 10:30**

**BREAK**

**10:30 am - 10:45 am**

**EXPENSE CONTROL**

**10:45 am - 12:00 pm**

**NETWORKING LUNCH 12:00 pm - 1:00 pm**

**(Reconvene after lunch for Value Growth)**

**VALUE GROWTH**

**1:00 pm - 2:00 pm**

**DIRECTIONS to the Harrisburg East Holiday Inn:**

**FROM PHILADELPHIA, PA AND SOUTHERN NEW JERSEY:**

Travel I-76 West (Schuylkill Expressway). Merge onto I-76 W toward VALLEY FORGE (Portions toll). Merge onto I-283 N via EXIT 247 toward HARRISBURG / HERSHEY. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn RIGHT onto LINDLE RD / PA-441. Hotel on right.

**FROM PITTSBURGH, PA:**


Travel I-76 E (Portions toll). Merge onto I-283 N via EXIT 247 toward HARRISBURG / HERSHEY. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn RIGHT onto LINDLE RD / PA-441. Hotel on right.

**FROM SCRANTON, PA:**

Travel I-81 South. Merge onto I-83 S via EXIT 70 on the LEFT toward SOUTH HARRISBURG / YORK. Merge onto I-283 S via EXIT 46A on the LEFT toward AIRPORT / I-76 / PENNA TURNPIKE. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn LEFT onto LINDLE RD / PA-441. Hotel 1/3 mile on right.

**FROM STATE COLLEGE, PA:**

Travel Route 322 East. Merge onto I-81 N / US-322 E toward I-83 / HERSHEY / HAZELTON. Merge onto I-83 S via EXIT 70 toward HERSHEY / YORK / PENNA TURNPIKE. Merge onto I-283 S via EXIT 46A on the LEFT toward AIRPORT / I-76 / PENNA TURNPIKE. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn LEFT onto LINDLE RD / PA-441. Hotel 1/3 mile on right.

  
**PASSA**  
Pennsylvania Self Storage Association  
908 North 2nd Street  
Harrisburg, PA 17102

First Class  
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Harrisburg, PA  
Permit No. 583

  
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**PLEASE REGISTER  
BY  
MARCH 3, 2010**

REGISTRATION FORM  
& DETAILS INSIDE...

[www.paselfstorage.org](http://www.paselfstorage.org)