



Pennsylvania Self Storage Association

**2019 Owners and Managers
Spring Annual Meeting &
Conference**

Thursday, April 25, 2019

Bear Creek Mountain Resort and
Conference Center
Lehigh Valley, PA

PROGRAM



Pennsylvania Self Storage Association

2019 PASSA Owners and Managers Annual Meeting and Conference

Schedule of Events

Bear Creek Mountain Resort & Conference Center

101 Doe Mountain Lane

Lehigh Valley, PA 18062

April 25, 2019

- | | |
|----------------------------|---|
| 8:00 am – 9:00 am | Registration and Exhibits Open, Lodge Area |
| 9:00 am – 9:15 am | Welcome & Introductions, Lodge Area
Young Leaders Group (YLG) , Melissa Stiles, Storage Asset Management
Manager of the Year |
| 9:15 am – 10:15 am | All Attendees - Owners Panel
Alyssa Quill, Storage Asset Management; Kyle Fromin, Simply Self Storage; Michael Moyer, Budget Store & Lock Self Storage; Noah Springer, Extra Space Storage |
| 10:15 am – 10:30 am | Break and Exhibits Open |
| 10:30 am – 11:15 am | Owners – Lodge Area
Navigating Emerging Technologies Like a Pro!
Lonnie Bickford, Appletree Storage

Managers – Mountain Ballroom/Spring Creek Room
Digital Marketing
Holly Fiorello, CallPotential |
| 11:15 am – Noon | Owners – Lodge Area
State of the Industry – A Data-Driven Look at the Self Storage Industry
Cory Sylvester, Union Real Time

Managers – Mountain Ballroom/Spring Creek Room
Five Ways Managers Can Effortlessly Increase Facility Revenue
Jim Mooney, Jr., Freedom Storage Management |
| Noon - 1:00 pm | All Attendees
Networking Lunch – Exhibits Open – Lodge Area
Sponsored by Flexospan |



Pennsylvania Self Storage Association

2019 PASSA Owners and Managers Annual Meeting and Conference
April 25, 2019

- 1:00 pm – 1:45 pm** **All Attendees - Lodge Area**
Vendor Roundtables – See Insert for Educational Topics
- 2:00 pm – 2:45 pm** **Owners – Lodge Area**
Building a Better Team thru Recruitment and Training
Jeff Fickes, Regional Director and Patty Shields, Director of Human Resources, Storage Asset Management
- Managers – Mountain Ballroom/Spring Creek Room**
Online Auctions
Lonnie Bickford, StorageAuctions.com
- 2:45 pm – 3:00 pm** **Break**
- 3:00 pm – 3:15 pm** **All Attendees – Lodge Area**
PA Legislative Update
Ted Mowatt, Wanner & Associates
- 3:15 pm – 4:30 pm** **All Attendees – Lodge Area**
Step-by-step Overview of Your Rental Agreements
Jeff Greenberger, Greenberger & Brewer, LLP
- 4:30 pm** **Meeting wrap up and closing remarks**

Thank you to our Lunch Sponsor!



Pennsylvania Self Storage Association

Become a PASSA Member to 2020!

Membership Benefits Include:

- ✓ Industry Advocacy – We are your voice!
 - ✓ Networking
 - ✓ Education & Training
 - ✓ PASSA State Rental Agreement
 - ✓ Monthly National SSA Magazine
 - ✓ UPDATED: Quarterly PASSA Newsletter
 - ✓ Latest in Data & Research
 - ✓ Soon-to-be Updated: PASSA Owners Manual
 - ✓ Business Listing on the new PASSA Website
 - ✓ NEW: SSA Webinar Series
 - ✓ Add the SSA Legal Network
- ✓ Access the Certified Self Storage Managers Course
- ✓ Discounts to SSA National Conferences and the PASSA Annual Meetings!

To Join – Go To - www.paselfstorage.org

Thank you to our Exhibitors!



FEATURING



2019 Pennsylvania Self Storage Association Board of Directors

Officers	
President Alyssa Quill Storage Asset Management, Inc. York, PA 717-779-0044 aquill@storageasset.com	Vice President Mike Moyer Budget Store and Lock Self Storage Whitehall, PA 610-952-2122 budgetstorageus@yahoo.com
Secretary Frank Certo STORExpress Pittsburgh, PA 412-449-0123 FC@storexpress.com	Treasurer Ed DiMarcantonio Axis Companies, LLC King of Prussia, PA 610-687-4600 dimarcantonio@comcast.net
Member Trustees	
Kevin Bledsoe Investment Real Estate, LLC York, PA 717-779-0804 kbledsoe@irellc.com	Damon Emerson StorSmart Insurance York, PA 717-855-0066 Demerson@storsmartinsurance.com
Clair Hoover Diamond Bay Management Manheim, PA 717-682-3676 clairhoover@comcast.net	Jim Mooney, Jr. Freedom Storage Management York, PA 717-767-2735 jmooney@freedomstoragemanagement.com
Chris Schaffer U-Haul Co. Harrisburg Harrisburg, PA 717-652-9101 chris_schaffer@uhaul.com	Norm Shore Kayne Anderson Yardley, PA nshore@kaynecapital.com
Steve Watchorn The McKee Group Springfield, PA 610-604-9800 swatchorn@mckeegroup.net	Dan White Mr. Storage Roxborough Philadelphia, PA 215-836-7355 dwhite@mrstorages.com

Pennsylvania SSA Contact Information

Julie M. LaRose, PASSA Executive Director, and SSA Sr. Director of State Association
Management

PASSAExecDir@selfstorage.org

703-575-8000 ext. 122

PA-SSA ANTI-TRUST STATEMENT

ALL DISCUSSIONS AND ACTIVITIES OF THIS MEETING SHALL BE CONFINED TO MATTERS COMING WITHIN THIS MEETING'S AUTHORIZED SCOPE OF ACTIVITIES WHICH IS TO DISCUSS THE SPECIFIC ITEMS OUTLINED ON THE AGENDA WHICH HAS BEEN PLACED BEFORE YOU.

NO NEW MATTERS SHALL BE DISCUSSED BEFORE, DURING OR AFTER THE MEETING WHICH ARE IN VIOLATION OF THE FEDERAL ANTI-TRUST LAWS OR OTHER FEDERAL OR STATE STATUTES OR BEYOND THE PURVIEW OF THE STATED PURPOSE OF THIS MEETING.

UPON COMPLETION OF DISCUSSIONS RELATING TO SUBJECTS WITHIN THE SCOPE OF THIS MEETING, THIS MEETING WILL BE CONCLUDED UPON THE ADOPTION OF RESOLUTION ADJOURNING SAID MEETING.

We Need Self Storage News!



The Official Newsletter of the Pennsylvania SSA

THE KEYSTORE

**Another way to get involved in the PASSA is to
contribute to our NEW quarterly newsletters!**

What new technologies are you using at your facilities?

Would you like to feature the exceptional work of one of your employees?

Send news and photos to ssastatenewsletters@selfstorage.org and to be featured in the
PASSA newsletter