



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**

- |                            |   |
|----------------------------|---|
| <b>8:00 am – 9:00 am</b>   | <b>Registration and Exhibits Open, Lodge Area</b>   |
| <b>9:00 am – 9:15 am</b>   | <b>Welcome &amp; Introductions, Lodge Area</b><br><b>Young Leaders Group (YLG)</b><br><b>Manager of the Year</b>  |
| <b>9:15 am – 10:15 am</b>  | <b>All Attendees - Owners Panel</b><br>Alyssa Quill, Storage Asset Management; Kyle Fromin, Simply Self Storage; Mike Moyer, Budget Store & Lock Self Storage; Brian Whitham, Extra Space Storage                               |
| <b>10:15 am – 10:30 am</b> | <b>Break and Exhibits Open</b>  |
| <b>10:30 am – 11:15 am</b> | <b>Owners – Lodge Area</b><br><b>Navigating Emerging Technologies Like A Pro!</b><br>Lonnie Bickford, Appletree Storage<br><br><b>Managers – Mountain Ballroom</b><br><b>Digital Marketing</b><br>Holly Fiorello, CallPotential |
| <b>11:15 am – Noon</b>     | <b>Owners – Lodge Area</b><br><b>State of the Industry</b><br><br><b>Managers – Mountain Ballroom</b><br><b>Five Ways Managers Can Effortlessly Increase Facility Revenue</b><br>Jim Mooney, Jr., Freedom Storage Management    |
| <b>Noon - 1:00 pm</b>      | <b>All Attendees</b><br><b>Networking Lunch – Exhibits Open</b><br><b>Sponsored by Flexospan</b>  |



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**1:00 pm – 1:45 pm**      **All Attendees - Lodge Area**  
**Vendor Roundtables**

**Roundtables** as of 3.21.19

U-Haul Self Storage Affiliate  
Network  
PTI Security Systems  
Flexospan Steel Buildings  
First Bank Financial Centre  
StorageAuctions.com

**2:00 pm – 2:45 pm**      **Owners – Lodge Area**  
**TBD**

**Managers – Mountain Ballroom**

**Online Auctions**

Lonnie Bickford, StorageAuctions.com

**2:45 pm – 3:00 pm**      **Break**

**3:00 pm – 4:15 pm**      **All Attendees – Lodge Area**  
**Step-by-step Overview of Your Rental Agreements**  
Jeff Greenberger, Greenberger & Brewer, LLP

**4:15 pm**      **Meeting wrap up and closing remarks**