

Self Storage News

SELF STORAGE ASSOCIATION OF LOUISIANA

Looking ahead to 2023...



Letter from the President

Dear Louisiana Self Storage Association Members,

As we embark on another exciting year, it is with great pleasure that I introduce myself as Jim Barbin, your new President for 2023. I'm excited about the opportunities and events that lie ahead, and I'm committed to making this year a time of growth, innovation, and success for each and every one of our cherished members.

We have already kicked off the year with a bang, as our great state had the honor of hosting the SSA Spring Show in the vibrant city of New Orleans (page 4). The excitement continues with our upcoming Spring Luncheon on May 9th in Bossier City (page 2). This gathering will focus on the state of our industry, highlighting essential topics such as operations, development, and valuation. As we look further down the road, kindly save the date for our Fall Conference and Expo on November 7-8 in Baton Rouge (page 3). This event will provide exceptional education, networking opportunities, and the chance to engage with

leading vendors from the self-storage industry. And, of course, we cannot forget the delightful Southern cuisine that will be available for all to enjoy!

Our association is here to assist you with your questions and support you in making your self storage business a thriving success. Whether you are a seasoned professional or just starting out, please do not hesitate to reach out to us. We are all in this together, and we look forward to seeing what the future holds for our flourishing industry.

Wishing you all the best, and I hope to see you soon at our upcoming events!

Warm regards,

Jim Barbin

President,
Louisiana Self Storage Association



SPRING LUNCHEON

MAY 9

SHANES SEAFOOD & BARBQ

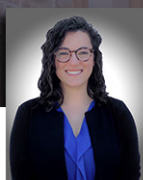
Bossier City, LA

REGISTER TODAY

STATE OF THE INDUSTRY Operations, Development, and Valuation



SHAUN FERGUSON



GRACE TOTTY



DAVE KNOBLER

Marcus & Millichap



Connection is a key feature of all of our events. Luncheons bring together owners, operators, and vendors from around the industry. You never know what friends you might make and how you might grow professionally and personally from those connections.



You'll get education from some of the best minds in the industry. What's new? How can you grow your business? How can you find success? Our speakers have you in mind as they share from their experience.



We have to talk about the food, right? Shanes is a local establishment featuring favorites from around the region. If you like traditional Louisiana cuisine, we've got you covered at this event.

The State of Self Storage ...

Just about everyone has a prediction regarding where our industry is headed. With economic uncertainty, occupancy dropping, and more options than ever for how to run your facility, it's no wonder more owners and operators are looking into that crystal ball and asking, "What's next? Should I buy? Sell? Move to unmanned? Install touchless locks? Use a call center?"

Thankfully we have a panel of experts who have decades in the industry and are willing to weigh in on what's happening. Grace (Absolute Storage Management) will be speaking about operations and marketing. Shaun (Janus International) will be speaking to development and technology. Dave (Marcus & Millichap) will be speaking about valuations and transactions. Between the three of them, we hope to get a clearer picture of what's ahead and answer whatever questions you have.



FALL CONFERENCE & EXPO

DATE

November
7 - 8
2023

VENUE

Crowne Plaza
4728 Constitution Ave.
Baton Rouge, LA 70808

You don't want to miss our biggest show of the year, the Fall Conference and Expo in Baton Rouge. We're back at the Crowne Plaza, kicking off the event with a fundraising auction. Our A-list of speakers and vendors will ensure you get the most out of this two day event.

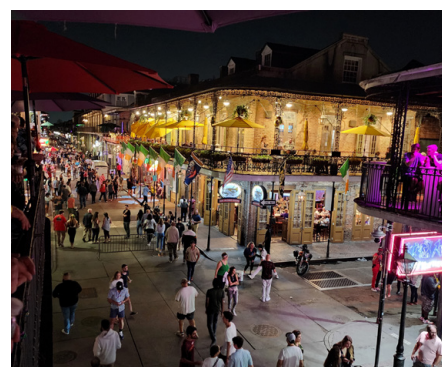
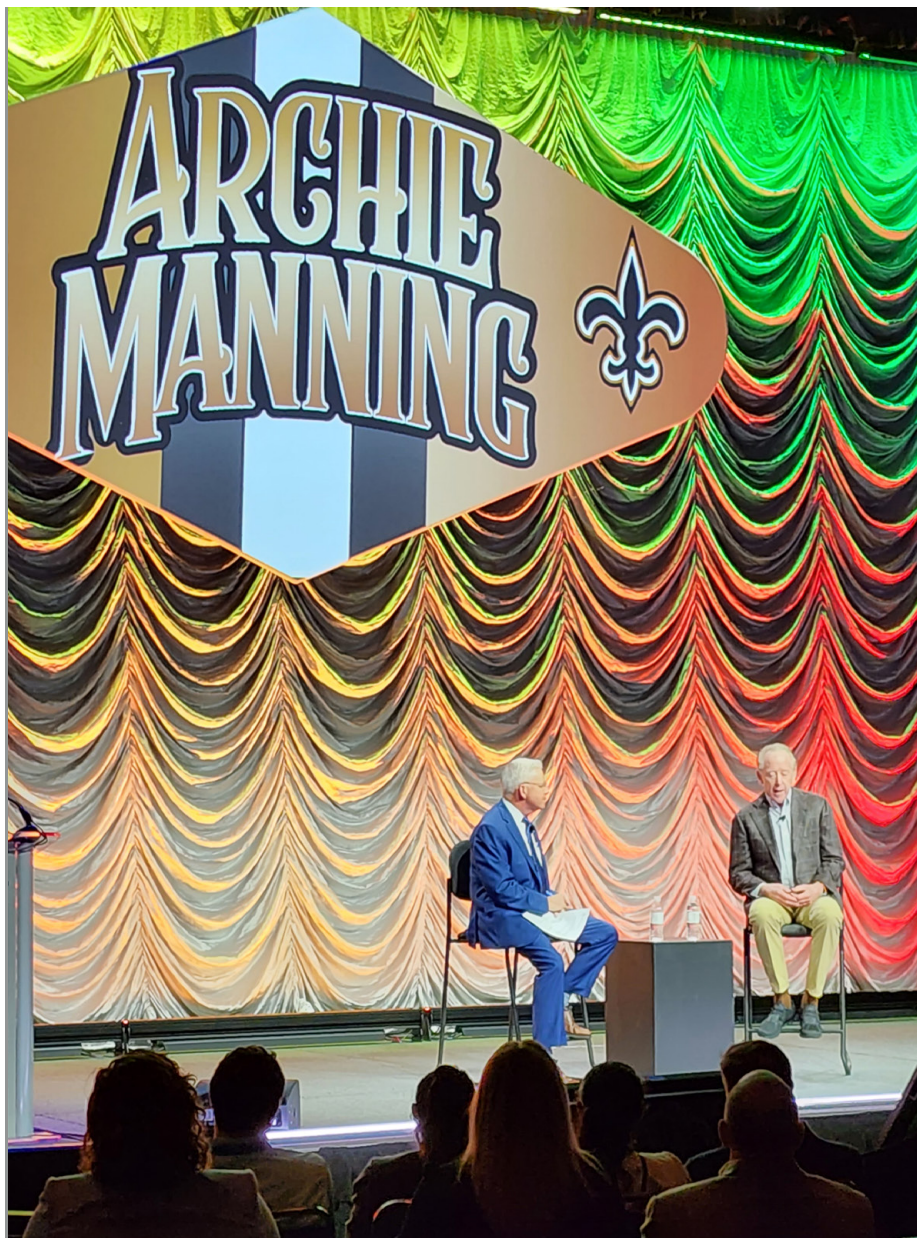
2023 is a pivotal year in our industry with many potential changes ahead. Come and learn about trends, technology, what's new, how to increase your property value, tools to implement, and more. Plus connect with friends and spend time with our vendors in the expo.



We're inviting the best of the best to speak to you about what's new and what to expect in self storage.

Round tables with a focus on over a dozen industry topics will help you bring value back to your business.

Vendors from across the industry will showcase everything you need to make your business thrive.



SSA Spring Show in New Orleans

The recent Self Storage Association Spring Show in New Orleans was a resounding success, attracting thousands of attendees and kicking off with a [StorageGives](#) fundraising event. This inaugural "Soiree" featured live music and an auction that raised an impressive \$200,000 for various charities. Throughout the conference, attendees had the opportunity to participate in a diverse range of educational sessions covering topics such as operations, marketing, technology, construction, and industry trends. A standout moment was Archie Manning's inspiring talk about his life as a quarterback and his journey as a father to renowned sons. Networking opportunities were in abundance, with a trade show hosting vendors from around the industry, round table events, and several cocktail gatherings. These events allowed attendees to connect, collaborate, and share knowledge with their peers and industry experts, further enhancing the value of this remarkable Spring Show.





Are You A Member Yet? Join Today

PREMIUM CONTENT FOR MEMBERS

- Guide for understanding the Lien Law updates
- Lien sale timeline and checklist
- Educational webinar archives
- Lease agreement available for purchase

Lien Law Annotated

The new Lien Law went into effect on the first of January, 2022. There are several changes you may or may not be aware of. We have a great resource to help you navigate the new law. The "LA Self-Storage Lien Law Annotated" is available for purchase for \$40 for active SSALA members. This guide walks through every element of the new law to help you benefit from the changes and to help you stay in line with the new requirements.



The recent lien law update means a cost-savings for you! The elimination of the newspaper mandate will save owner/operators in Louisiana thousands of dollars each year. To be clear, though the newspaper mandate has been removed, advertisement of the auction is still required. There are a few caveats that come along with the passage of the new bill in regards to notification and contact with the tenant. The new guide (mentioned above) and updated lease agreement are great resources to help and are now available on the website.

We are always excited to hear from our members! If you have questions, concerns, or need resources, we have a lot to offer. Don't hesitate to reach out and let us know how we can help. It's been wonderful to reconnect to many of you at our events. We hope you'll continue to depend on us and one another for support as we continue through 2022 and beyond. Here's how to reach us:

Contact Us:



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