

STORAGE UPDATE

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The Capitol Building, Baton Rouge, LA

LETTER FROM the PRESIDENT

Time flies when you're having fun! It's hard to believe that we are six months into 2021. There are several accomplishments that we are very proud of - our first in-person event of 2021 and the passage of a long awaited lien law update!



The Spring Luncheon in New Orleans happened in the middle of our fight to update our lien laws. Unfortunately, that meant Lana and I both had to miss this first in-person event since 2019. I appreciate the team from Storage

Asset Management stepping up in my absence to help Al Gardes make our Operations Panel Discussion a success! Even though we couldn't be there in person, it was great to be able to join virtually from the steps of the capitol building.

Despite several delays, and a tougher fight than we originally anticipated, we were ultimately successful in passing the lien

law update, removing the newspaper mandate. This brings LA in line with over 25 other states that have successfully removed this mandate from their laws as well. There are several new details regarding the removal of the newspaper mandate that you will need to be aware of before proceeding with the lien process in 2022. Our focus for the remainder of 2021 will be on education and prepaing our members to put our revised lien law to work for them. If you have any questions surrounding the new law or lien procedures, please do not hesitate to reach out. Your association is here to answer your questions and help you navigate these changes.

Registration

Speaking of education, registration is open for our Fall Conference on November 9-10 (*page 4*)! This is one conference you will NOT want to miss. Scott Zucker will be speaking directly to our new lien law updates.

As always, it is a pleasure to be able to serve you as a part of the SSALA. I'm excited to see what 2021 and beyond has in store for us. See you soon!

- *Lonnie Bickford*



MEMBER RESOURCES



[LEARN MORE](#)

SB101 Passed!

After much debate, hundreds of phone calls, emails, and many meetings, SB101 was signed into law which will be effective January 1, 2022. The tireless work done by Lonnie Bickford, Lana Griffin, and Melissa Huff, under the guidance of our lobbyist Katherine Smith, helped make the passage of this law a reality.



Thank You!

A very special thank you to all our members who gave their time to contact our legislators. Your efforts are a huge reason why this bill passed and you should be proud of the success we have seen! We appreciate the support shown by Governor John Bel Edwards in signing this bill into law. We also want to recognize this bill's sponsor, Senator Mark Abraham. Thank you for working with us and for us to get this done!

How the **Lien Law** Affects You

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. We hope that you will make plans to attend the upcoming Fall Conference and Trade Show in November (*page 4*). Scott Zucker will be speaking directly to these changes and educating us on best practices moving forward after January 1, 2022.

MEMBER RESOURCES

Updated Lien Sale Documents

We are working to develop and distribute updated lease agreements, auction time lines, and other lien documents in correspondence with our updated lien law. Please stay tuned to future eblast notices about availability.

New Members Logo

The SSALA Member logo is available to download and use on your website. We encourage members to display their membership with us by placing the Member logo on your company website and other business and promotional materials. This logo is for use exclusively by current members. [Click here](#)



PREMIUM CONTENT

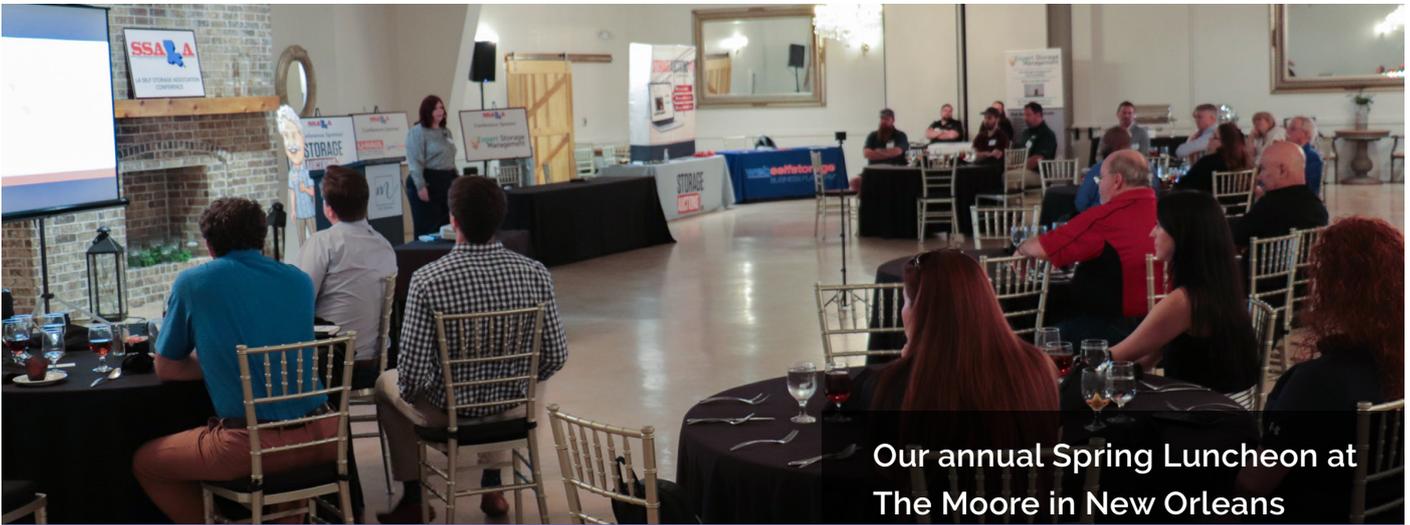
- Guide for understanding the Lien Law updates
- Lien sale timeline and checklist
- Educational webinar archives
- Lease agreement available for purchase



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Our annual Spring Luncheon at The Moore in New Orleans



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New Orleans Luncheon

Our spring luncheon in New Orleans was our first in-person gathering since the world shut down. 2020 was unique and trying in many ways. COVID was the huge hurdle, but many of our facilities were also hit with damaging weather. Despite the year apart, our members got through it. It was fantastic to see more than 50 of you come out for lunch, education, and networking opportunities. Our expert panel shared valuable insights into marketing strategy, best practices, and management techniques. They also reviewed some of the new processes implemented during COVID that they'll carry over into post-COVID operations.

It was also fun to hear virtually from our president, Lonnie Bickford, as he and Lana Griffin represented us at the capitol to fight for the passage of SB101 (page 2). All in all it was great to reconnect with old friends, see some of the new tech in the industry, and enjoy the delicious food provided by The Moore.

Make sure to save the dates and come on out for our future events (page 4).



Panel discussion with Al Gardes (Elmwood Self Storage & Wine Cellar), Melissa Stiles, & Lynn Sykes (both from Storage Asset Management)

SSA 2021 Spring Show Nashville, TN

If you remember, the 2020 show was cancelled just days before it was supposed to begin. Other than a few virtual events, there hadn't been an industry wide show in more than a year. That made this one very special. Over 1,500 people gathered from around the country to celebrate, learn, and gather in Nashville. The days were filled with fantastic seminars and a busy trade show floor.

Broadway downtown was open for business and several vendors had after-parties at some of the hottest venues in Nashville. The networking and reconnecting went late into the evenings, but there were still great crowds for the education sessions during the day, headlined by several of our favorite people, including our Fall Conference speaker Scott Zucker (page 4).



FALL SHOW BATON ROUGE

Networking, Education, & More

The calendar may say summer, but our fantastic fall show is right around the corner! What could be more exciting than getting together with industry peers to hear from the best of the best? Okay, maybe a tropical vacation or seeing the Tigers win a championship would be as exciting, but this is right up there. These self storage experts are bringing their energy and expertise to the great state of Louisiana. A lot is already planned with more details to come in the next few weeks.

From a super special reception event hosted by Lonnie Bickford to specialized education about the new lien law changes, we're designing this trade show with YOU in mind!

We hope you'll take the opportunity to attend the SSALA Fall Conference & Trade show on November 9 & 10 at the Crowne Plaza in Baton Rouge.

REGISTER TODAY



Lien Law Procedure Updates

The recent changes to our lien law affect several of our most used documents including our lease agreement. Scott will be reviewing those changes at this event as well as answering your questions. We want to make sure you're ready to go when these changes go into effect on January 1, 2022!

