



HIGHLIGHTS

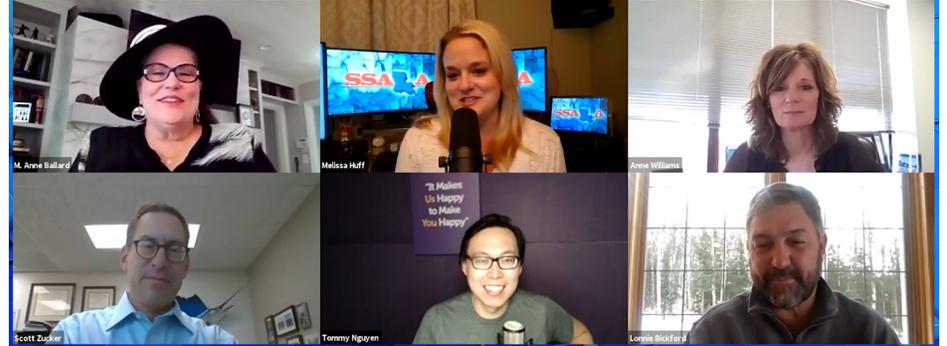
Events- We had a Fall Conference on November 11th and it was a great success! There were over 100 in attendance. Our speakers included Scott Zucker, Anne Ballard (The Hat Lady), Tommy Nguyen, Lonnie Bickford, and Anne Williams. With the help of our amazing sponsors we were able to deliver this conference free of charge to our attendees! We also have access to the bi-weekly GabFocus webinars. You can watch all of these events [linked on our website](#).

New Website- The new website went online earlier this fall! Members can now register for events, manage their membership accounts, enjoy free resources, find event details and more! Make sure to check it out- SSALA.org

COMING IN 2021

There's a lot to be excited for in the coming year. We hope to have in person events and even more resources for our members to take advantage of. We're also hoping to take part in a "Mega Conference" in the spring. More than 10 states will be included, sharing resources and equipping you to successfully run your facilities.

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Lonnie Bickford, President / Melissa Huff, Director

From the SSALA

This has certainly been a memorable year. When COVID hit during the first quarter, we didn't know what to expect for our industry. Thankfully, self storage proved to be resilient once again. Despite a roller coaster of a year, most stores remained stable and many even saw improvement as the year progressed.

We are so thankful for all of our members who have stuck with us through the year. You are the reason we do what we do. Even though we haven't been able to do in person events, it's been wonderful to interact virtually and over the phone.

Originally, we had planned on doing an in person event in Baton Rouge in November. When it became obvious that this event needed to change, you all changed right along with us. Our fall virtual event was born and over a hundred of you signed on throughout the day. Speakers from across the industry agreed to speak and what could have

been a dissapointing option turned into a highlight of the year.

A special thank you needs to go out to our vendors for this event. They adapted to the new "venue", sent in commercials, and enabled us to put on the event free of charge to all who attended. In case you missed it, you can view the entire show on our new website.

As we head into 2021 there is much to look forward to. I have no doubt that our industry will continue to provide exceptional essential care to our communities. All indicators seem to be pointing in a positive direction for COVID to be much more under control by the spring. If that proves true then we are hoping to have several in person events as the year moves forward. We miss seeing your faces and having the interaction we've all missed this year. Virtual shows have been great, but they are not a worthy replacement for a good old fashioned meet and greet with a real live person!

If there's anything we can help with, any questions we can answer, any resources we can provide, don't hesitate to reach out. We'll see you in 2021!