

# STORAGE UPDATE

## Spring Luncheon

April 20, 2021  
11am - 1:30pm

at  
**The Moore**

Industry Updates  
Lunch  
Panel Discussion

**REGISTER TODAY!**



*The Moore, New Orleans, LA*

## WE'RE BACK! Spring Lunch

We're back! After a year off due to COVID restrictions, we have our first LIVE and in person event on the calendar. We hope you'll plan on joining us on April 20 at The Moore in New Orleans. We'll be providing lunch, education, and networking opportunities for all who attend. If you've never been to The Moore, you're in for a treat. This is one of the highest rated venues in the city and we're excited to have our first event there.

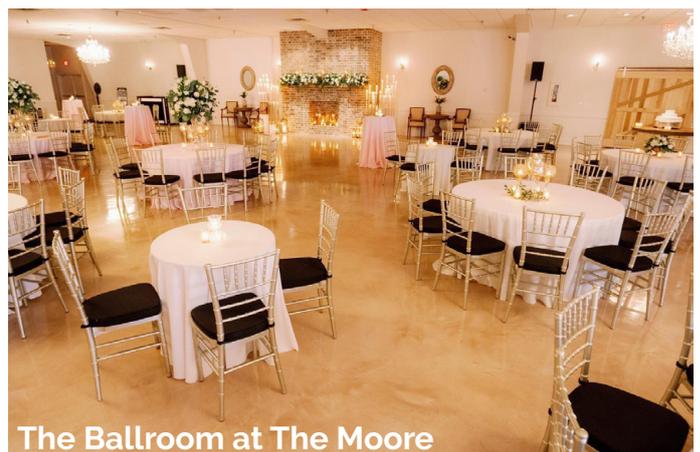
The theme of this luncheon will be focused on operations with topics ranging from marketing strategy to the newest technology to best practices during COVID. We'll be joined by panelists from across the industry, each speaking to their areas of expertise. There will also be time for a Q&A at the end to address any of your specific concerns.

We will also be addressing the topic of disaster preparedness. As many of you remember, our state was hit hard by hurricanes this year. Several of our facilities were either overrun with new tenants or rendered inoperable due to damage. We want to

make sure you're equipped to handle such a disaster should it hit our state again.

### Registration

Registration is open! You can click the "[Register Today](#)" link above to register online. If you're unable to attend in person due to last minute changes or hesitancy due to COVID, there will be a virtual option sent out to registered attendees. Vendors are also welcome to purchase a booth or commercial time during the luncheon. All the information you need for that is also on the website. We hope to see many of you there!



The Ballroom at The Moore

# LETTER FROM the President

With 2020 firmly behind us, and looking forward to a successful start to 2021, our spring luncheon is right around the corner. The plans we have for this year are greater than ever before as we are recovering from a year of uncertainty. We are boldly moving forward in our plans with great anticipation! I am fortunate to have the help and support of our active board members, our many volunteers, and our new Director, Melissa Huff.

We, of course, hope you will make plans to join us at our upcoming Spring (in New Orleans) and fall events this year. We'll have more details to share about upcoming events at spring luncheon (see page 1). One of our topics of discussion at the April luncheon will be disaster preparedness. Greater Lake Charles and southwestern portions of the state are still recovering from the 2 hurricanes. The facilities that were not damaged went to 100% full immediately. While we hope these kinds of disasters won't

happen again, we want to prepare you as best we can.

On the legal front, the Self Storage Association of Louisiana is working with the National Self Storage Association and one of our large in state operators. We hope to change the "public notice" requirements of our lien law, allowing facilities to use the internet as an alternative option to the newspapers that often have very high charges for their ads and that don't always circulate in our cities anymore. More news to follow...

As your President, my focus will remain on being a member-centric organization by continuing to work hard to increase our member benefits, grow our networking and information sharing opportunities, protect our industry from harmful legislative changes.

I look forward to serving you as your President in 2021!

*- Lonnie Bickford*



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## MEMBER RESOURCES

### SSALA Member Forum

This Member's Only Forum was created to bring everyone together and open up the lines of communication between SSALA and our members. It is our hope that all of our members will make use of this tool to discuss questions, concerns, ideas and well... just to have fun! [Click here](#)

### New Members Logo

We have a brand new members logo, available to download and use. 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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# Tech Opens the Door to Higher Rent

By Kevin Seiple (from the Feb 2021 issue of ISS Magazine)

## New Money

When debating whether to invest in smart locks, we considered the loss of ancillary sales from not selling cylinder or disc locks. Then our sales rep told us other self-storage operators have been charging an additional \$8 to \$12 a month for units with smart locks. You can only sell your customer one physical lock, at the time of rental. But a smart lock can generate regular monthly income, which is a definite bonus. Why leave money on the table?

Still, we didn't know if our tenants would embrace this technology. We decided to give it a try, choosing to add a \$10 monthly fee to smart-locked units. This helps cover the cost of maintenance, the app and software support.

Our tenants have been excited about the new offering! They like the app and ease of access, from the front gate to the unit itself. At our Stockwell Road location, 40 percent of our units have cylinder locks, while the other 60 percent have smart locks. More than 96 percent of our tenants choose a smart-lock unit. Now, we're looking to install the technology on other units at this facility.

## Why Make the Change?

Making the transition to smart locks can be a defining but difficult decision for your self-storage operation. After all, you have a system that's been working fine for years, so why change now?

Tenants are becoming more tech-savvy. Being connected and using apps are now part of everyday life. Smart locks not only bring in additional revenue, they increase

the level of trust tenants have for the security we offer. You can market them as a premium offering and charge a fee for their use.

For years, we've built our industry with the personal touch in mind. We all have storage units, but it's customer service that sets each property apart. Using smart locks opens the door to more opportunities. We can still give tenants a human experience but also cater to those who want a contactless solution. Smart locks are a great way to adapt to our present environment while generating data that yields valuable insight to how our tenants are using our properties. Change can be scary, but with the correct tools, it can be a boom for our bottom line.

*Kevin Seiple is an operations manager for Shield Storage Centers, which operates four facilities in Louisiana. After working in the casino industry for 20 years, he entered the self-storage business in 2012 to open the company's flagship facility in Bossier City. For more information, email [shieldstoragecenters@gmail.com](mailto:shieldstoragecenters@gmail.com)*



*The author demonstrates how a smart lock works with a mobile phone*

**M**y company opened its first self-storage property in 2012, incorporating the latest technology and security features available at the time. A few years later, we acquired another property and began to update it with a kiosk, gate controllers, security cameras, etc. Tenants were thrilled, and we achieved high occupancy. With that success motivating us, we decided to introduce the next generation of self-storage to our market.

In 2018, we began construction on Stockwell Road Storage in Bossier City, La. It's a fully enclosed, climate-controlled facility with more than 86,000 square feet in just over 560 units. While in the planning stage, my eye was drawn to a new piece technology—the smart lock—and was impressed from the start. A few years ago, I became intrigued by the hotel industry's switch from key cards to app-based software to unlock rooms; so I couldn't wait to see what smart locks could do for self-storage.

We liked the security and benefits the new locks offered. Not only do they include a motion detector, they notify you when a tenant is on the property and how long he stays. They allow the tenant to share a key code with another person and set a time frame for that code to function. There are also other features. The icing on the cake is we can generate additional revenue by selling technology upgrades!

# NATIONAL SHOWS

www.selfstorage.org



**We Moved Our Dates!**

## SSA 2021 SPRING CONFERENCE & TRADE SHOW

NASHVILLE

**JUNE 2-4, 2021**



**Gaylord Opryland**  
Resort & Convention Center

#SSASpring21 • selfstorage.org

**UPCOMING SELF STORAGE EVENTS**

The Self Storage Association has announced that it has rescheduled its 2021 Spring Conference & Trade Show at the Gaylord Opryland, Nashville, from its planned mid-March week to early-June at the same venue.

“In-person group events throughout our culture continue to be compromised by the COVID-19 crisis, making it impossible to plan our March conference in the Music City,” said Self Storage Association President & CEO Timothy Dietz. “Although there are no assurances that current distancing constraints will be lifted by June, there is no question that planning for a later date offers a more favorable scenario for our industry to gather once again.”

The SSA Spring Conference will run from Wednesday, June 2nd to Friday, June 4th under the new schedule. We will provide more details as they become available through our website (selfstorage.org), SSA Magazine, the SSA Magazine Weekly e-newsletter, and our social media outlets.



**EDUCATION: JULY 13-16, 2021**  
**EXHIBITS: JULY 14-15, 2021**  
THE MIRAGE | LAS VEGAS, NV

As the Inside Self-Storage World Expo (ISS) prepares to return to a live, in-person format in 2021, show management has made the proactive decision to reschedule the event to July 13-16, with exhibits on July 14 and 15, at The Mirage Hotel & Casino in Las Vegas. Though not easily reached, the conclusion was based on feedback from key stakeholders and industry professionals, who believe July is ideal timing for the self-storage community.

“We have a commitment to our attendees and exhibitors to provide a valuable and productive face-to-face experience in 2021, conditions permitting,” said show director Dana Hicks. “We feel the new July dates will provide everyone with the necessary time to plan effectively, and allow us

to reimagine ISS for a different time of the year.”

Owned and produced by

Informa Markets, the ISS World Expo will be organized in accordance with Informa’s AllSecure health and safety standard, a detailed set of enhanced measures to provide the highest levels of hygiene and safety at in-person events.

All existing exhibition bookings and attendee registrations will be transferred automatically to the new dates. Housing reservations can be made online. Registration for new participants is expected to open in April.

