

Self Storage News

SELF STORAGE ASSOCIATION OF LOUISIANA



Letter from the President

Hello again, Louisiana Self Storage Association Members,

As we wrap up this remarkable year and set our sights on the promises of 2024, I can't help but reflect on the incredible journey we've shared. It's been a year filled with growth, learning, and community, and I'm grateful for each moment.

Our Fall Conference was nothing short of spectacular. A heartfelt thank you to Scott Zucker, Anne Ballard, and the many other brilliant minds who graced us with their wisdom and insights. The highlight of our conference was undoubtedly the StorageGives fundraiser. Thanks to your generosity and the compelling call to action from the Sparrow Foundation, we raised nearly \$40,000 for charity in just one night – a new record for us! The event also saw a record number of vendors supporting us, a testament to the strength of our association.

Looking ahead to the spring of 2024, we've got some exciting events lined up. We'll be hosting luncheons in Bossier City and New Orleans, and I encourage y'all to sign up and join us. These gatherings are not just about sharing a meal; they're about sharing ideas, experiences,

and strategies for success.

Additionally, we're gearing up for another membership drive in April, where we'll be visiting several facilities. These visits are a fantastic opportunity for us to reconnect, discuss industry trends, and learn how the association can better serve your needs.

As I hand over the presidential reins to Shaun Ferguson, I want you to know that it has been an absolute privilege to serve as your President in 2023. While I'll be taking a step back, I will remain actively involved and am confident that Shaun will lead us into an even more prosperous and successful 2024.

Please remember, our association is here for you. Whether you have questions, need support, or just want to chat about the industry, don't hesitate to reach out. Together, we make our industry stronger and our community tighter.

Thank you for an unforgettable year, and here's to a fantastic 2024!

All the best,

Jim Barbin



2023 FALL CONFERENCE & EXPO

NOVEMBER 7-8
BATON ROUGE, LA



Our Fall Conference was a huge success last November. Members from all across the state converged on Baton Rouge for two days of education, networking, and growth. We welcomed over 30 vendors to our trade show floor to show off the newest the industry had to offer. Round tables featured topics ranging from marketing to construction and we even had our first self storage debates. Thank you to all who made this show possible!



Congratulations to Jim Ponti for joining the SSALA Hall of Fame. Your contributions to our association over the years have made us into what we are today. Thank you for your service. This recognition is well-earned and well-deserved.

Industry experts spent time with us throughout the event speaking about legal updates, operations, and much more.

THANKS TO OUR GOLD EVENT SPONSORS



Marcus & Millichap



SPRING LUNCHEONS

BOSSIER CITY

April 9, 2024
Shane's Seafood & BBQ

REGISTER TODAY

NEW ORLEANS

April 11, 2024
The Moore

**"It's Time to Thrive:
The Fundamentals of
Success"**
Presented by Lou Barnholdt
Universal Storage Group

"Line Items That Matter"
Presented by Anne Williams
Williams Storage Group

We have two luncheons on the books for the month of April. Anne Williams and Lou Barnholdt will be joining us to share the latest on the fundamentals of running your self storage operation. You don't want to miss these opportunities to learn, connect, and enjoy some fantastic Louisiana cuisine. Registration is now open. We hope to see you there.

LUNCHEONS SPONSORED BY:



Our Spring Membership Drive is right around the corner! We're excited to visit facilities all over the state before, between, and after our spring luncheons. Supporting our members is one of the pillars of this association. We are here for you and want to hear your feedback and how we can make your self storage businesses more successful. See you soon!

2024 MEMBERSHIP DRIVE





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

Storage Gives

Self storage is about more than just turning a profit. It's a valuable service we provide to our tenants and gets us involved in our communities. Another way we can be involved is through charitable giving. Our charitable partner for 2024 is StorageGives. They helped us raise almost \$40,000 at our fundraiser during the Fall Conference for the Sparrow Foundation. This coming year we hope to do even more. You can find out more at StorageGives.org. Stay tuned for more information on how we plan on partnering this year.

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 into 2024 and beyond. Here's how to reach us:

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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.