

STORAGE UPDATE



LETTER FROM the PRESIDENT

We're in the final stretch of 2021. It's been a mixed year for many of us in self-storage. There have been great moments of triumph and progress even as we still live in the shadow of COVID and natural disasters. However, through it all, you've proven resilient as ever.



We were able to gather in New Orleans and most recently in Baton Rouge. Over 200 of you came out in November to learn, network, and reconnect with friends and colleagues. I also want to thank the twenty vendors from across the industry that sponsored this event.

One of the highlights of our Fall Show was the cook-off with myself and Anne Ballard, raising funds and awareness about StorageGives.org (page 4). We had a lot of fun as Anne revealed her Peach Cuppa Cuppa and Peach Glazed Ham recipes. I have to say, they tasted delicious! The Louisiana Culinary Institute was a gracious host to all who came.

As we look ahead to 2022 there's a lot to be excited for. The updates to our lien law go into affect in just a few days on January 1, effectively removing the newspaper mandate when following the new provisions as outlined in the lien law and updated lease agreement. (page 5). Scott Zucker shared about that during his sessions at the Fall Conference. We also have plans for several events, including luncheons in New Orleans and Shreveport as well as our Fall Conference in Baton Rouge (page 4). Make sure to check online for more updates.

As always, the SSALA is here to be a resource for you. We are working hard to bring the best education your way through our events. We'll keep bringing the best vendors in the industry to help you grow your facilities and work hard on the legal side of things to make sure our laws protect and strengthen your businesses. Our board is working hard to do all this and more. We're thankful that you are a part of our association and trust you'll continue to support us and be a part of what we're doing in the great state of Louisiana. I'm excited to continue in my role as President heading into 2022. There's a lot ahead I'm looking forward to. Have a happy New Year everyone!

- Lonnie Bickford



FALL SHOW BATON ROUGE



Networking, Education, & More

The Fall Conference & Trade Show was a huge success. Over 200 attendees came from all corners of Louisiana and the industry. 20 vendors sponsored the event and several big names from around the industry came to speak, including Scott Zucker and Anne Ballard. Lonnie Bickford teamed up with Anne Williams and Scott for two sessions on the state of the industry and the legal updates stemming from the recently passed SB101 bill (page 5). Warren Dazzio talked to our owners about knowing the tax laws to reduce their financial burdens heading into 2022. We also had a fantastic panel discussion (pictured above) with Anne Ballard, Jennifer Barnett, Stacie Maxwell, and Melissa Huff. The ladies shared great insights into the day-to-day operations of self storage and gave tips on management, marketing, and more. We also had several round tables, great food, and plenty of chances to connect. The audio and slides from all of these sessions are available for all who attended.



Keynote Speaker
Scott Zucker

Lien Law & Legal Updates

Our new lien law goes into effect January of 2022. Scott shared some great insights into what changed, what didn't, and what new practices we need to be aware of (more on page 5).



Keynote Speaker
Anne Ballard

Operations & Management

Anne challenged us all to be self-storage cheetahs, not sloths. Her list of best practices and practical tips will help everyone manage their properties and personnel better.

FALL CONFERENCE & TRADE SHOW

2021



VENDORS

We had 20 vendors join us this year. Their sponsorship made this event possible. Each of them represents an important part of our industry and we recommend their services. If you need marketing help, doors, software, management, construction, security, automation, auctions, roofs, or really anything storage related, these are the people to call. Each of their logos is linked below to their sites where you can get more information.



NETWORKING

We have quite a robust group of people in the SSALA. Our fall event proved just how much we like to get together. If you want to continue the conversation, check out our [member directory](#) available on the website.



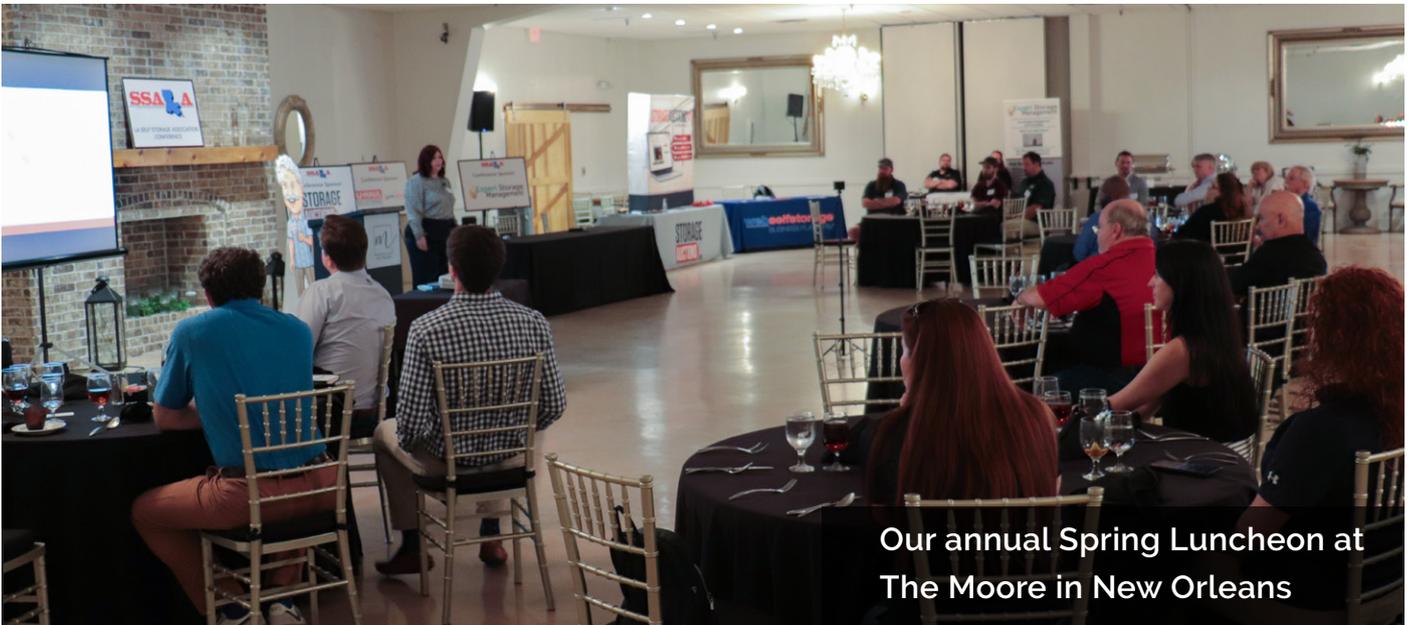
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Our annual Spring Luncheon at The Moore in New Orleans

2022 Events

We're excited about a big 2022 just around the corner. We have several events in the works and we'll post all the updates on our [events page](#) on the website. In late spring we'll be having our annual luncheon in New Orleans. And of course, next fall our big Conference & Trade show will be happening in Baton Rouge. It'll be hard to top the 2021 event, but we're excited to see what happens. You can expect the same stellar lineup of speakers and vendors and both these events.

Something new we'll be adding next year is an early spring luncheon in Shreveport. Several of you asked for something in the northern part of the state and we listened. We'll release more details in the weeks ahead once we have locations, topics, and accommodations lined up.

There are also several national events we want to make sure you're aware of. The regional SSA show is in Orlando on March 9-11. They'll also be having their big fall event in Las Vegas in September.



Anne Ballard and Lonnie Bickford show off their cooking skills to help raise awareness and funds for [StorageGives.org](#)

StorageGives.org

Individuals from around the industry gathered at The Louisiana Culinary Institute and were treated to some great food. But this event was about more than just connecting and eating. It was about a charitable organization dedicated enabling the self-storage industry to help those in need.



Fall Conference & Trade Show

For many of us, the self-storage industry has been very rewarding. It's helped us provide for our families, build our own business, and see significant returns on what some consider a niche investment. The hope of StorageGives.org is to put a portion of that investment to a good cause to help others. StorageGives.org is an opportunity for businesses to make a positive impact on those who need help both in the U.S. and around the globe. We focus on four main areas of global impact: Water, Children, Medical, and Veterans. By donating directly or through a portion of your auctions, you can make a huge difference.

UPDATED LIEN LAW - 1/1/22



[LEARN MORE](#)

Lien Law Annotated

The new Lien Law goes into effect on the first of January, 2022. There are several changes you may or may not be aware of. We have an incredible 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.



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. The new guide (mentioned above) and updated lease agreement are great resources to help and are now available on the website.

MEMBER RESOURCES

Updated Lien Sale Documents

We have an updated lease agreement and auction timeline guide available for purchase for our active members. Additional software friendly versions of the lease agreement are in the works. You can find those resources on our site by logging in to your members account. Look at "Member Resources" under the "Members-Only" tab.

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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