

STORAGE UPDATE

SSALA | 2021

FALL CONFERENCE & TRADE SHOW

NOVEMBER 10 BATON ROUGE

FEATURING SCOTT ZUCKER & ANNE BALLARD



LETTER FROM the PRESIDENT

As 2020 was winding down we all hoped we were turning a corner for the better. In many ways we were. A vaccine was on the horizon, things were opening back up, and life seemed to be returning to what it once was. But 2021 has been filled



with its own unique challenges. COVID continues to dominate the headlines and the routines of life. Finding good employees has been a challenge to say the least. The economy is uncertain at best. We even had our own tragedies surrounding Hurricane Ida back in August. Building has been slow as many of you have tried to add on to your properties, and we've all felt the hit to our bottom line for simple things like gas and basic supplies.

But through all the changes one thing has remained the same. We still have each other. I've been blessed to see how our storage family has supported one another through these difficult times.

Throughout a hard job market, COVID, a hurricane, and many other difficulties I've heard just as many stories about people helping each other weather the storm. You've shared resources, advice, and sometimes have just been there to listen. Thank you all for those simple acts of kindness.

One of the ways we'd like to thank you is by offering this Fall Conference in a few weeks. This isn't just a great learning experience or a place with some good food (although it has those as well). This is a chance to see people you've missed seeing for a few months or years. It's an opportunity to shake hands and hear stories and to see that you aren't alone out there in the industry. Yes, the sessions will be great, but greater still are the relationships you'll grow and maybe even begin throughout the day. There's a lot more info in this newsletter about the event. I hope I'll see you there.

As always, it is a pleasure to be able to serve you as a part of the SSALA. I'm excited to see what happens in our industry in the coming weeks and months and I know, whatever happens, we'll get through it together. See you soon!

- Lonnie Bickford



FALL SHOW BATON ROUGE



Networking, Education, & More

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. Scott Zucker and Anne Ballard are headlining our list of speakers, plus we have a full trade show hall of vendors bringing you the newest and most helpful tools in the industry.

We hope you'll take the opportunity to attend the SSALA Fall Conference & Trade show on November 10 at the Crowne Plaza in Baton Rouge. Whether you are an owner/operator or a manager of the day to day, there will be plenty to benefit from at this annual event.

REGISTER TODAY



Keynote Speaker
Scott Zucker

Lien Law & Legal Updates

Our new lien law goes into effect January of 2022. There are some beneficial changes you need to be aware of. Scott will be on hand to share the details and answer your questions regarding this and any other legal issues you may be facing.



Keynote Speaker
Anne Ballard

Operations & Management

Daily operations in self-storage is a dynamic concept. No two days are the same and the problems can be daunting. Anne will be sharing best practices and how to stay ahead of the challenges you will face.

FALL CONFERENCE & TRADE SHOW

THE DETAILS



ACCOMMODATIONS

The Conference will take place at the beautiful Crowne Plaza in Baton Rouge. Meals, sessions, and the Trade Show will all be hosted here. There are still rooms available if you'd like to stay onsite the night before. The hotel is located right off I-10 and is just minutes away from several high quality restaurants and less than 10 minutes away from downtown Baton Rouge.

[CLICK HERE FOR HOTEL ACCOMMODATIONS](#)



SCHEDULE

Our day long event is packed with activities, starting with breakfast at 7:30am. Throughout the day you'll hear from our featured speakers, interact with our vendors at round table discussions, enjoy targeted breakout sessions, and network with others in the industry.

WEDNESDAY, NOVEMBER 10th

- Updates on our new Lien Law and walk-through of our new lease and updated auction time line
- Trade Show featuring our event sponsors
- Educational sessions led by Scott Zucker, Anne Ballard, Anne Williams, Lonnie Bickford, and more
- Breakout Sessions and round table discussions for managers and owners
- Breakfast and Lunch included

[CLICK HERE FOR THE FULL SCHEDULE](#)

EVENT SPONSORS

GOLD SPONSORS



SILVER SPONSORS



MEMBER RESOURCES



[LEARN MORE](#)

SB101 Updates

SB101 was signed into law which will be effective January 1, 2022. With the help of Scott Zucker, our lease agreement, guide to understanding the lien law, and timeline have all been updated. Hard copies will be distributed at our Fall Conference and downloads will be available on the website in early November.



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. 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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