



September 26-28, 2017  
Wild Horse Pass Hotel & Casino  
Chandler, Arizona

# 19<sup>th</sup> Annual ARIZONA SELF-STORAGE CONFERENCE

Owners Summit  
September 27, 2017

Operational Symposium  
September 28, 2017

Golf Tournament September 26, 2017

50 Sponsor Exhibits Available Both Days

Title Sponsor



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## OWNERS SUMMIT

Bringing together influential forces in our industry, the **2<sup>nd</sup> Annual Owners Summit** will help you identify the next wave in our market from among the various industry, financial, economic, and technology trends. Drive the change, instead of letting it drive you. The BSC Group's Shawn Hill hosts a field of go-to experts who will help you strengthen your business in our region and our industry as a whole.



### **Keynote Speaker: Steve Cortes** ***"The Economy Under Donald Trump"***

No matter where you are on the political spectrum, you have heard Steve Cortes comment on financial matters, global markets, and investment strategy, chalking up a decade of daily appearances on TV news programs ranging from CNBC's "Fast Money" to Fox News. At AZSA's Owners Summit, Steve Cortes weighs in on:

- Why Trump won...what he did right...and wrong
- Why the media so blatantly missed this incredible electoral shift
- What the Trump Presidency means for the economy
- The risks and opportunities this new era represents for business owners

### ***Lunch with a Legend:***

#### **Mike Burnam - CEO, StorageMart**

Mike Burnam is one of the original movers and shakers in our industry. His three-generation family business entered self-storage in 1974, and is now the largest privately-owned storage company in the world. In 2015, Mike followed in his father's footsteps and was inducted into the Self-Storage Hall of Fame. Mike promotes our industry internationally, including his service on the national boards of the Self Storage Association and the Canadian Self Storage Association. Today, he is responsible for acquisitions, risk management, and capital investments at StorageMart.



### ***The Real Estate & Development Cycle's Impact on Self-Storage Owners & Developers:***

#### **Ben Vestal – President, Argus Self-Storage Sales Network**

With 20 years in management, development, construction, and brokerage of commercial real estate, including over \$1 Billion in self-storage sales transactions, Ben Vestal shares insight on topics affecting the self-storage investment market in Arizona and nationally. Don't miss the opportunity to learn about new strategies and opportunities that will allow you to invest and position your self-storage assets for success as the real estate cycle continues to change.

### **Additional Summit Features:**

- Leading self-storage **data providers** on how their data can support your analysis for appraisals, feasibility studies, competitive trends, overall market health – REIS, STR, Union RealTime, Yardi
- Arizona's #1 ranked lobbyist on the local and regional **political climate** and its impact on your business – Triadvocates' Barbara Meaney & Lourdes Pena
- **Google's self-storage expert** on digital consumer advertising and what to expect from the world's largest search engine in the future – Google's Rachel Seidman

**Agenda and speakers subject to change as we add content. For the current agenda please visit [www.AZSelfStorage.org](http://www.AZSelfStorage.org)**



# AGENDA

## Golf Tournament & Conference Opening Reception

Tuesday, September 26, 2017, Whirlwind Golf Club, Wild Horse Pass

**11:00 am** Registration begins • **1:00 pm** Shotgun start

**5:30 -- 7:30pm** Opening Reception for 19th Annual Arizona Self-Storage Conference with announcement of Golf Awards, Whirlwind Golf Club – all Conference participants invited

### Owners Summit

Wednesday, September 27, 2017,  
Showroom of Wild Horse Pass Hotel & Casino

|                            |  |
|----------------------------|--|
| <b>8:00 am – 6:30 pm</b>   | <b>Registration, Silent Auction, Sponsor exhibits</b> in Showroom throughout the day   |
| <b>8:00 – 9:30 am</b>      | Continental Breakfast Buffet*  |
| <b>9:00 – 9:15 am</b>      | Welcome & Introductions  |
| <b>9:15 – 10:15 am</b>     | The Economy Under Donald Trump, Keynote Speaker Steve Cortes   |
| <b>10:30 – 10:45 am</b>    | REIS Self-Storage Data & Predictions   |
| <b>10:45 – 11:30 am</b>    | Google's Self-Storage Expert, Rachel Seidman   |
| <b>11:45 am – 12:00 pm</b> | STR Self-Storage Data & Predictions, Anne Hawkins  |
| <b>12:00 – 12:45 pm</b>    | The Business Climate in Arizona, Barbara Meaney & Lourdes Pena, Triadvocates   |
| <b>12:45 – 2:00 pm</b>     | Buffet Lunch*  |
| <b>1:15 – 2:00 pm</b>      | Lunch with a Legend: Mike Burnam, StorageMart  |
| <b>2:15 – 2:30 pm</b>      | Union RealTime Self-Storage Data & Predictions, Cory Sylvester   |
| <b>2:30 – 3:15 pm</b>      | The Real Estate & Development Cycle's Impact on Self-Storage Owners & Developers: Ben Vestal, Argus Self Storage Sales Network |
| <b>3:30 – 3:45 pm</b>      | Yardi Self-Storage Data & Predictions, Bret Zinn   |
| <b>3:45 – 4:30 pm</b>      | Data that is Informative Instead of Confusing: A Panel Discussion  |
| <b>4:30 – 6:30 pm</b>      | Reception among the Exhibits, in the Showroom  |

### Operational Symposium

Thursday, September 28, 2017,  
Showroom of Wild Horse Pass Hotel & Casino

|                          |   |
|--------------------------|---|
| <b>7:00 am – 3:00 pm</b> | <b>Registration, Silent Auction, Sponsor exhibits</b> in Showroom throughout the day  |
| <b>7:00 – 8:00 am</b>    | Buffet Breakfast*   |
| <b>8:00 – 8:15 am</b>    | Welcome: Poppy Behrens, Publisher of <i>Mini-Storage Messenger</i> and AZSA Conference Chair; Kay Schaefer, Deans & Homer, Conference Title Sponsor |
| <b>8:00 – 9:30 am</b>    | Management Track: Top Producing Self-Storage Facilities in 2017, Paul & Dawn Schween  |
| <b>9:45 – 11:00 am</b>   | Top Producing Self-Storage Facilities in 2017 continues, Paul & Dawn Schween  |
| <b>11 am – 1 pm</b>      | Exhibits with Buffet Lunch* starting at noon<br><br>Silent Auction closes at 1:00 pm  |
| <b>1:00 – 2:00 pm</b>    | Top Producing Self-Storage Facilities in 2017 concludes, Paul & Dawn Schween  |
| <b>2:00 – 2:45 pm</b>    | Announcement of Silent Auction Winners and Sponsor Door Prizes  |
| <b>3:00 – 4:15 pm</b>    | From Knowing to Growing: Q&A with Operational Experts, including Legal Q&A  |
| <b>4:15 pm</b>           | Conference concludes  |

**\*All meals served buffet style in Reflections Bar just outside Showroom, with meal seating inside Showroom either in exhibit area or attendee seating area.**



## OPERATIONAL SYMPOSIUM

**Need a little pizzazz in your sales routine? Want to close more deals on the phone and in person?  
Paul and Dawn Schween are what you need!**

### ***Top Producing Self-Storage Facilities in 2017***



This full day of training by the Schweens delivers the skills you need to move your sales and customer service to the next level. Corporate educators for over 15 years, Dawn has been inspiring professionals to reach for more through SkillPath conferences around the world, while Paul gained a reputation as a "Sales Satirist" working with prolific sales trainers such as Tom Hopkins, Wally "Famous" Amos, and Jim Rohn. In a fast paced, vibrant session, Paul and Dawn will focus on skill development, confidence, management, and leadership, presenting their complete sales and customer service program in our Management Track.

### ***From Knowing to Growing: Q&A with Operational Experts***

Drawing the conference to a successful conclusion is a panel of expert operators to answer your questions, including:

- Andy Beeckman, District Manager, Stadium Properties
- Don Favreau, Area Manager, Life Storage
- Diane Gibson, President, Cox's Armored Mini Storage Management
- Jorge Saca, District Manager, US Storage Centers
- Richard Marmor, Chair of AZSA's Legal & Legislative Committee



**September 26, 2017**  
**Whirlwind Golf Club at Wild Horse Pass**

**Title Sponsor**



**Benefiting St. Baldrick's Foundation  
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Purchase foursomes and sponsorships online at [www.AZSelfStorage.org](http://www.AZSelfStorage.org)



# 19<sup>th</sup> Annual Arizona Self-Storage Conference

September 27-28, 2017, Wild Horse Pass Hotel & Casino, Chandler, Arizona

**REGISTRATION FORM** or register online at [www.AZSelfStorage.org](http://www.AZSelfStorage.org)

(Select Annual Conference under Events Tab)



Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

**Registration:** Includes Tuesday evening reception, Whirlwind Golf Club, 5:30-7:30 pm and ALL activities on Wednesday & Thursday (separate fee for Golf Tournament on Tuesday)

| Registration Fees  | Early Bird<br>(by 8/10/17) | Regular Price<br>(8/11-8/28/17) | Last Minute Price<br>(8/29-9/22/17) |          |
|--|----------------------------|---------------------------------|-------------------------------------|----------|
| <b>AZSA Member Owner/Operators &amp; Managers</b>          | _____ @ \$140              | _____ @ \$165                   | _____ @ \$190                       | \$ _____ |
| <b>1 free registration for every 10 paid registrations</b> | Free                       | Free                            | Free                                | -        |
| <b>Non-AZSA Member Owner/Operators &amp; Managers</b>      | _____ @ \$600              | _____ @ \$600                   | _____ @ \$600                       | \$ _____ |
| <b>AZSA Member Associates (Vendors)</b>                    | _____ @ \$750              | _____ @ \$750                   | _____ @ \$750                       | \$ _____ |
| <b>Non-AZSA Member Vendors – must join 1<sup>st</sup></b>  | _____ @ \$750              | _____ @ \$750                   | _____ @ \$750                       | \$ _____ |

**Golf Tournament, Sept. 26 - see separate registration form or go to [www.AZSelfStorage.org](http://www.AZSelfStorage.org)**

**TOTAL** \$ \_\_\_\_\_

**Information:** To prepare Name Badges AND to send conference confirmation:

| Name  | Facility or<br>Company | Email Address | Owner/<br>Operator       | Manager                  | Vendor                   | Speaker or<br>Sponsor    |
|-------|------------------------|---------------|--------------------------|--------------------------|--------------------------|--------------------------|
| _____ |                        |               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| _____ |                        |               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| _____ |                        |               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| _____ |                        |               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

(Attach separate list if more space is needed – and remember: 1 free registration for every 10 paid registrations)

**Payment Information (or attached check # \_\_\_\_\_ )**

Name \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Card ## \_\_\_\_\_ Exp. \_\_\_\_\_ Code \_\_\_\_\_

**Exhibitor Sponsorship Information at [www.AZSelfStorage.org](http://www.AZSelfStorage.org)**



# 19<sup>th</sup> Annual ARIZONA SELF-STORAGE CONFERENCE



# AZSA

ARIZONA SELF-STORAGE  
ASSOCIATION

September 26-28, 2017

Wild Horse Pass Hotel & Casino

5040 Wild Horse Pass Blvd, Chandler, Arizona

To reserve in our room block at a discounted rate, call 1-800-WIN-GILA, mention  
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