

## AGENDA

**8:00 – 8:45** REGISTRATION & NETWORKING  
CONTINENTAL BREAKFAST – TRADE SHOW  
OPEN

**8:45 – 9:15** WELCOME & STATE OF THE  
INDUSTRY IN ALABAMA – EDDIE  
GREENHALGH, MARCUS & MILLICHAP

**9:20 – 10:05** HOW TO BE A BETTER  
OWNER/OPERATOR – BOB COPPER, SELF  
STORAGE 101

**10:15 – 11:00** APPLYING MARKETING  
PRINCIPLES TO MARKETING STRATEGIES –  
GRACE TOTTY, ABSOLUTE STORAGE  
MANAGEMENT

**11:00 – 11:30** VENDOR SPOTLIGHT (10 MIN  
EACH) – GOLD SPONSORS – SITELINK,  
BOXWELL & JANUS INT'L

**11:30 – 12:30** LUNCH

**12:00 – 12:45** TRADE SHOW OPEN

**12:55 – 1:40** THE SCIENCE BEHIND  
SUCCESSFUL LIEN SALES – LONNIE  
BICKFORD, STORAGEAUCTIONS.COM

**1:40 – 1:50** VENDOR SPOTLIGHT –  
RECOGNITION OF ALL SPONSORS AND  
DOOR PRIZES

**1:50 – 2:20** TRADE SHOW & BREAK

**2:25 – 4:00** KEYNOTE ADDRESS – THE LEGAL  
DO'S & DON'TS OF SELF STORAGE – JEFF  
GREENBERGER, GREENBERGER & BREWER, LLP

**4:00 – 4:15** CLOSING REMARKS & DOOR  
PRIZES

## SPEAKERS

### “State of the Industry in Alabama”

Eddie Greenhalgh, Marcus & Millichap  
2019 Self Storage and Economic Outlook  
(Including Local Market Surveys & 2018  
Transactions)

### “How to Be a Better Owner/ Operator”

Bob Copper, Self-Storage 101  
The ‘best of the best’ in the self-storage industry  
utilize ‘best practices’ to increase income, profit  
and asset values. Learn about these practices and  
how to implement them into your self-storage  
business to make 2019 your best year ever!

### “Applying Marketing Principles to Marketing Strategies”

Grace Totty, Absolute Storage Management  
Grace will be discussing various marketing  
principles and how to identify your differentiator  
and then make sure that the differentiator is  
applied to all strategies of marketing. We will look  
at each step in the decision-making funnel and  
address components of each step.

### “The Science Behind Successful Lien Sales”

Lonnie Bickford, StorageAuctions.com  
Find out what type of auction is best for your  
facility, how to market your auction to draw a  
crowd at live & online auctions what types of  
liabilities you face from live or online auctions,  
and when are the best times and days to schedule  
your auction – it matters!

### “The Legal Do’s & Don’ts of Self Storage”

Jeff Greenberger, Greenberger and Brewer, LLP  
This year Jeff has compiled the top mistakes he sees  
made by self-storage operators and put them together  
to remind our members of important Do's and Don'ts in  
self-storage, and how to avoid them.



# WINTER EXPO

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2019

