



NCSSA May Workshop: Independent Operator Success Series 101

Join us for a highly interactive workshop designed specifically for self storage owners and operators. This session will feature three focused discussion tables, each led by an experienced industry facilitator. Participants will remain at their table while facilitators rotate every 45 minutes, ensuring everyone has the opportunity to explore each topic in depth.

Each roundtable is designed to encourage open conversation, practical insights, and real-world problem solving in a small group setting.

Facilitators:



Cindy Ashby of Dynamic SS Solutions



Tana Bryant of Universal Storage Group



Kevin Leebrick of My Storage Ops

Topics Include:

Industry Landscape & Independent Operator Challenges – Cindy Ashby

- consolidation of the industry
- technology and marketing shifts
- changing consumer behavior

Understanding Your Facility Performance – Tana Bryant

- occupancy trends
- revenue trends
- move-in vs move-out patterns
- lead conversion

Customer Lifecycle Management – Kevin Leebrick

- onboarding tenants
- communication during operational changes
- retention strategies
- reducing move-outs



Case Study: The final session will be a case study entitled: Unlocking Property Value: Innovative Approaches for the Future presented by Steven Kretsch of Veritec Solutions

Imagine increasing your property’s value by 50% or more—without the need for new construction and without substantially raising your operating costs.

Through structured strategies, self-storage operators have consistently achieved remarkable incremental revenues, even in diverse and challenging market conditions.

This presentation will reveal the pathways to these impressive results by harnessing the power of today’s technologies. We will also explore the exciting frontiers of emerging solutions, where AI-enabled agents are poised to further refine strategies and empower you to focus on the decisions that matter most. Together, we will look ahead to a future full of possibilities, where innovation continues to shape the landscape of property value and revenue growth.

Overall takeaways of this Workshop:

This workshop format provides a unique opportunity to exchange ideas, ask questions, and learn directly from both the facilitators and fellow operators in a collaborative environment. Whether you are looking to better understand your facility’s performance, navigate industry changes, or strengthen tenant relationships, you’ll walk away with practical insights you can apply immediately.

Schedule: * subject to change

9:30am	Registration Open
9:30am - 10:00am	Coffee/Pastries/Networking/Exhibits Open
10:00am – 10:15am	Welcome and Introduction of Workshop Demarco Southerland, <i>NCSSA President, Morningstar Properties</i>
10:15am – 11:00am	Session 1
11:00am – 11:15am	Break – visit with Exhibitors
11:15am – 12:00pm	Session 2
12:00pm – 12:15pm	Break – visit with Exhibitors
12:15pm – 1:00pm	Session 3
1:00pm – 2:00pm	Lunch – visit with Exhibitors
2:00pm – 2:45pm	Session 4 – Case Study: Veritec Solutions
2:45pm	Meeting adjourned

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Exhibitors for May Workshop:

Compass Building Systems
Elevate Structures
MakoRabco
Valston
Veterans Easy Trash Service, LLC