

Roll Door Review

Arkansas Self Storage Association



The only newsletter that gives a "hoot" about the self storage industry in Arkansas • Summer 2008

2008 ASSA Expo near Annual event offers lectures, networking

The time is here once again for members of the Arkansas Self Storage Association to convene at the annual Expo for a day full of informative lectures and networking.

The lectures available at the ASSA Expo are designed to educate and inform owners, managers and employees of the changes and advances in the self storage industry.

Lectures will be held Wednesday, Sept. 24 and Thursday, Sept. 25. Subjects will include How Auditing Can Increase Your Revenue, Five Steps of Selling, How Using Solar Energy Can Pay Dividends, Loss Prevention, Disaster Recovery and Business Continuation, Security ROI and Financing after the Sub Prime Fiasco.

A cocktail party with roundtable

discussion will be held Wednesday and a lunch will be held Thursday. Both gatherings will offer ample opportunities for networking with other professionals in the self storage industry.

Vendors will be set up throughout the day, where participants can browse the various booths representing all aspects of the industry.

SECOND ANNUAL ASSA GOLF TOURNAMENT

Returning for a second year is the ASSA Golf Tournament. After a great response at the Hot Springs Country Club last year, this year's play will be held at the Pleasant Valley Country Club in Little Rock.

The course was designed by golf course architect Joe Finger and



The ASSA Expo offers ample opportunities to network, visit with vendors and to learn of updates in the self storage industry.

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UPCOMING EVENTS

Expo 2009

Expo 2010

FOR MORE INFORMATION

call 501-607-4775 or
visit www.arssa.org

Solar energy in Arkansas

1000 watts per square meter, a presentation by William Ball

William (Bill) Ball is President of Natural Environments, Inc, and owner of the renewable energy business, Stellar Sun, in Little Rock. Mr. Ball established his company in 1976 and has been designing and marketing renewable energy systems in Arkansas for over 30 years. In 1992, he founded the Arkansas Renewable Energy Association, a non-profit organization that educates Arkansans about renewable energy.

His company has designed and installed nu-

merous solar thermal and solar electric applications, including billboard lighting, boat dock power, data acquisition, telemetry, hazardous materials monitoring, power for remote cabins, back up power and net-metering systems. Clients include private individuals, business and commercial, local, state and federal governments.

In the pursuit of promoting and expanding the use of renewable energy, Mr. Ball authored the Arkansas Renewable Energy Act of 2001

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A word from your president

Summer is quietly slipping away and one has to stop and think where did it go. Colleges are gearing up for another semester and all those 5 x 5's and 5 x 10's are now empty and we must find a way to fill them. That brings us to September the month that we convene in Little Rock for our Fourth Annual General Meeting and Exposition on the 24th and 25th to be exact, and it's the main focus of your Board of Directors and staff and will be the main topic of this letter.

Elsewhere in this Newsletter you will see a schedule of events that are planned for this meeting and they are really going to be exciting. Starting on Wednesday morning with the MCC course taught by the Chairman of the Board of Directors of our National Association, Mr. Robert Francis, CPM. We are looking for around thirty students to enroll in this fourth class with many going on to their testing and becoming certified.

Also on Wednesday morning the Golf Tournament kicks off for the second year at Pleasant Valley Country Club and ends with lunch at noon at the club. A good time is promised for all those who enter. This will give you plenty of time to return to the Statehouse in time for a 3 p.m. seminar on "Auditing Can Increase Your Revenue" by Mr. Brian Byrd, who comes highly recommended as a national speaker.

Wednesday winds up in the Exhibit Hall with a cocktail reception from 5 p.m. to 6:30 p.m., where you can visit with people in the storage business, your Board Members and Vendors in an informal way.

Space does not allow me to elaborate on all the details for Thursday, but you can see that we have a very dynamic day of events lined up for you. We have concluded the day at 3 p.m. with door prizes to allow you to return home earlier than in the past.

Last but not least I want to thank our vendors for their support and money without which we could not financially provide this high quality meeting. We really appreciate them and we should all thank them for it when we see them on the exhibit floor. Remember them when you are purchasing now or in the future.

Your Association has spent untold hours putting this meeting together for you and they would appreciate you taking just a few hours to be in attendance. You will take home with you many new and good ideas from which you will profit now and during the coming years and maybe make a new friend or two.

See you in the Rock!



LeRoy Lemon, president

2008 EXPO VENDORS

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 Argus Self Storage Sales Network
 Central Storage Works
 Chateau Products, Inc.
 Commercial Resources
 Digitech International/PTI Security
 Door King, Inc/Symbio
 eMove WebSelfStorage Software
 Express Building Systems
 Heritage Building Systems
 Insurance Center, Inc.
 Janus International
 Marcus & Millichap
 On The Move
 Paramount Metal Systems
 Put-In-Cups
 Shollmier & Company
 Sperry Van Ness/Chandler-Tucker Powell Group
 SMD Software, Inc.
 The Paul Michael Agency
 Trachte Building Systems/Trac-Rite Door
 U-Haul International
 U S Door & Building Components
 Wil-Shar, Inc.

Steps to successful succession planning

Creating, executing effective succession plan prevents owners from being blind-sided

CONTRIBUTED BY: DON RODGERS, CLU, CRPC, CFP OF ROCK CAPITAL MANAGEMENT

Before you can choose a successor, you need to know what your business needs to succeed after your departure.

Entrepreneurs often spend so much time building their business, they give little thought to how they'll leave it and often get blind sided by the amount of time it takes to create and execute an effective succession plan.

Owners often associate succession planning with simply choosing a successor. The first step, however, lies in an analysis of what has made the business successful. Does that success rely on skills or knowledge you as the owner have that would leave when you leave? That is often the case of sole-practitioners such as lawyers or doctors – unless they have the foresight to bring in a junior practitioner who will eventually take over.

Other success questions to consider: ex-

isting and future market competition, necessary technology infrastructure, talent of existing employees, and management style. Answers to these questions can provide the basis for decisions on whether the business can continue without you, how it would continue without you and who would lead it.

Personal financial planning will play a role in the succession plan whether you intend to sell the business to an outside party or gradually transfer your interest to a key employee or family member. If you sell and receive a single lump-sum payment, you'll need to have a plan for what you'll do with the proceeds – pay off debt, purchase or start another business or invest it. Advice from accounting and investment professionals can help with strategies to minimize your taxes on the sale.

If you plan to transfer the business to a key employee or a family member, your per-

sonal financial plan must focus on long-term capital accumulation to provide cash for living expenses to replace the income you received from your company's profits. Creating that cushion takes time, but it will give you not only needed funds but the freedom to allow your successor opportunities to learn and make mistakes, without threatening your livelihood.

Entrepreneurs, particularly those with family members involved in the business, often dread actually naming a successor because they anticipate it causing rifts among employees and family members. Again, having an analysis of the business and its future needs to continue its success gives you a platform from which to discuss issues with those affected. Open communication plays an important role in smoothing the way for your successor.

Communication will be key as you develop the person or people you've chosen to

PLANNING, continued on page 4



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EXPO, continued from page 1

three-time Master's champion, Jimmy Demaret. It is one of the most challenging in the region and is consistently ranked in the top three courses in the state. Entry includes lunch at Pleasant Valley Country Club.

Expo registration is \$125 for members and \$150 for non-members. Registration for the golf tournament is \$110, but there is a limited availability. For more information, call 501-607-4775 or visit www.arssa.org.

ENERGY, continued from page 1

and led the effort to get the legislation passed in the 2001 session. He has intervened as a Party in a number dockets before the Arkansas Public Service Commission on behalf of the renewable energy industry dating back to 1993.

He currently is developing a 35 home solar subdivision in Little Rock, and is certified by the National Association of Board Certified Energy Practitioners.

PLANNING, continued from page 3

assume leadership. While you may be tempted to pass on everything you know to your successor, be sure to actively listen and allow room for your heir to learn from experience or try new ways of doing things. Stay true to what has made your company successful, but recognize that your successor needs to prove his or her value to employees and customers and may actually have ideas for improving the business.

Planning how you'll leave your business can be difficult emotionally, financially and logistically. Involving your key trusted advisors and seeking help from succession planning professionals can help you identify important details while keeping the big picture in focus. Start early, so you'll have the time you need to create, finance and execute a successful succession plan.

Don Rodgers, CLU, CRPC®, CFP® of Rock Capital Management, is a Registered Principal with Securities America, Inc., a Registered Broker/Dealer, member FINRA/SIPC. Advisory services offered through Securities America Advisors, Inc., A SEC Registered Investment Advisory firm. He can be reached at 501-868-4411 or Toll Free at 877-870-ROCK or by e-mail at Don@RockCapitalManagement.com.



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ARKANSAS SELF STORAGE ASSOCIATION 2008 EXPO & GENERAL MEETING

Wednesday & Thursday • September 24-25 2008 Statehouse Convention Center, Little Rock

Schedule of Events

<p>Wednesday, September 24-</p> <p>8:00 am</p> <p>3:00 pm</p> <p>5:00 pm</p> <p>Thursday, September 25-</p> <p>9:00 am</p> <p>11:00 am</p> <p>12:00 pm</p> <p>1:00 pm</p>	<p>8:00 am</p> <p>3:00 pm</p> <p>5:00 pm</p> <p>9:00 am</p> <p>11:00 am</p> <p>12:00 pm</p> <p>1:00 pm</p>	<p>MCC Sales and Human Relation Module</p> <p>Keynote speaker, Bryan Byrd</p> <p>A.S.S.A. Expo Hall Cocktail Party</p> <p>Educational Seminars begin</p> <p>Expo Hall opens</p> <p>A.S.S.A. General Meeting and Luncheon</p> <p>Educational Seminars resume</p>
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A.S.S.A. 2008 Expo Registration Form

MEMBERS

Early Bird Full Expo	_____ x \$95	<input type="text"/>
Full Expo	_____ x \$125	<input type="text"/>
Expo Hall Only	_____ x \$25	<input type="text"/>

NON MEMBERS

Early Bird Full Expo	_____ x \$125	<input type="text"/>
Full Day Pass	_____ x \$150	<input type="text"/>
Expo Hall Only	_____ x \$50	<input type="text"/>

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ASSA P.O. Box 55715, Little Rock, AR 72215-5715
- Please call 501-607-4775 for questions or information.
- Print credit card form from the Web site for Visa and Mastercard.

TOTAL DUE

Don't miss this year's Second annual ASSA Golf Tournament

Where is it?

After a great response at the Hot Springs Country Club last year, this year's play will be held at the Pleasant Valley Country Club in Little Rock.

When is it?

Wednesday, September 24 from 8 a.m. to 1 p.m.

How much does it cost?

Registration for the golf tournament (scramble) is \$110, but there is limited availability (includes lunch).

**For more information, call
501-607-4775 or visit www.arssa.org.**



Featured session: Disaster planning for self storage facilities

Presented by Senior Emergency Administration and Management Student, Lu Jin and Professor Beth Gray, Arkansas Tech University.

The session will cover some of the general concerns of Arkansas self storage facility owners in preparing for and responding to a disaster. A simple guideline will be reviewed and provided to participants for creating an emergency plan, which can be customized to reflect unique aspects of any facility. Also, the benefits of Community Emergency Response Team (CERT) training will be discussed.

Featured speaker

On Sept. 25th, Brian Byrd, vice president of sales and marketing for Landvest Corp., will provide a comprehensive overview of the five steps necessary for selling self-storage to customers over the phone. Byrd has been involved in sales since college and has worked in some aspect of real estate and sales management for more than 10 years. He says facility employees often give callers the price of a unit without fully understanding the needs of the customer, properly qualifying the customer, or effectively selling the product.

Based in Wichita, Kan., Landvest offers third-party management options, training, consulting and development services to the self-storage and multi-family housing industries.

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