

'Tis the Season All Year Long

By John C. Lindsey



With the holiday season in full force, this is the time of year when most owners and companies begin to think about ramping up their philanthropic efforts. Self storage facilities all across the country open up their doors to support charities and hold fundraisers through various means in order to benefit their local communities.

Popular options include toy and food drives, as well as offering rental incentives to donate to certain causes and other various holiday specific efforts. Although the industry as a whole provides a wonderful service to the community during the winter months, should this be the only time of year you should be giving back?

We are all very aware of the size and powerful state of our industry. With more than 50,000 self storage facilities in the United States that boast more than 2.3 billion square feet of rentable storage space, to say that we have a large presence in this country—as well as in our local communities—is an understatement.

Individuals and businesses alike look to us in times of need. Whether they are upgrading, downsizing, moving, growing their families or going through a rough patch, we play an integral roll in these respective areas. With that in mind, it is our responsibility as owners to be giving back throughout the year.

So what options are available out there for facilities to give back throughout the year? “Most of the causes we have become involved with are a result of listening to our customers and responding to where they express there are needs within the community,” said Stephanie Winfree of Interstate Self Storage in Greenville, South Carolina.

From volunteering their time at the local animal shelter to aiding in the fundraising for the Leukemia Society, Stephanie and her team have responded to the needs of their local community. My company, Lindsey Self Storage Group, has taken a similar approach at our facility in Summerville, South Carolina, where we sponsor a local high school sports team.

When we first entered the market, we wanted to become engrained in the community and not just viewed as a concrete slab. We approached the large local high school athletic department and wanted to know which sports team had the least support. The women’s junior varsity basketball team was in dire need of attention, and as a result we were able to sponsor them with new gym bags, signed books from the coach of the Duke University women’s basketball team, as well as send them to their summer team camp.

Another wonderful option would be to get involved with an organization such as SSA Partner Charity Storage, a non-profit that relies on auctions at participating storage facilities to benefit the local community, national charities and the SSA Foundation. Regardless of which way you choose to get involved, this is a call to action to reach out and show how self storage is truly an integral part of your community. What you do as a facility speaks volumes not only about your own operations, but reflects on the industry as a whole. With that in mind, be sure to make the most of your holiday philanthropic efforts and carry that momentum forward into 2015! ❖

John C. Lindsey is the president of Lindsey Self Storage Group in Durham, North Carolina.

The Gift of Kindness 6

Storage operators and vendors demonstrate that being charitable can be a year-round endeavor.

Readying for Mother Nature . . . 12

Preparing for winter takes advanced planning by facilities in colder climates.

Education News 20

Make sure you add our Ski Workshop and Economic Summit to your 2015 schedule.

Ski Workshop 22

Here are six pages with details on the program for our 29th Annual Executive Ski Workshop in Big Sky, Montana.

Join the YLG 30

Join other young leaders for networking, socializing and professional development.

Legal Q&A 33

What you need to know when renting a unit to a third party.

State Association News 39

Around Self Storage 51

Globe Advertisers 53

Data Depot 54

We take a look at storage in the South Atlantic Region of the United States.

Cover: Bozeman Self Storage in Bozeman, Montana (courtesy of Randy Schubert)

PUBLISHER
Michael T. Scanlon, Jr.
mscanlon@selfstorage.org

EXECUTIVE EDITOR
Timothy J. Dietz
tdietz@selfstorage.org

ADVERTISING SALES
Tom Comi
tcomi@selfstorage.org

The SSA *Globe* is published by the
Self Storage Association Foundation
1901 N. Beauregard Street, Suite 106
Alexandria, VA 22311
Phone 703-575-8000

©2014 by the SSA Foundation. SSA and SSA *Globe* are trademarks of the Self Storage Association, Inc. Opinions expressed by authors and other contributors do not necessarily reflect those of the publisher or editors, nor do they represent the policy or positions of the SSA. Information contained within articles should not be construed as the primary basis for legal or investment decisions.

www.selfstorage.org

ART DIRECTOR
Jan Sklennik

SSASTAFF WRITERS
Tom Comi, Tim Dietz
Ginny Stengel
D. Carlos Kaslow, Scott Zucker

CONTRIBUTORS
John Dunlap
Mark Wright