

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	Investment & Real Estate	Add-On Services	Technology	Manager Enrichment	Risk Management & Security	Development & Design
Ad reservations	November 4	December 1	January 7	February 4	March 9	April 8
Ad materials	November 9	December 6	January 12	February 9	March 14	April 13
Features	<ul style="list-style-type: none"> <li>Finance options and strategies</li> <li>Alternative investment vehicles</li> <li>Feasibility and due diligence</li> <li>Real estate essentials</li> </ul>	<ul style="list-style-type: none"> <li>Profit centers to explore</li> <li>Creating ancillary space</li> <li>Promoting and selling add-on offerings</li> <li>Other logistical challenges</li> </ul> <p>BONUS DISTRIBUTION: Arizona Self-Storage Association Conference</p>	<ul style="list-style-type: none"> <li>Facility automation</li> <li>Mobile devices and apps</li> <li>Management software</li> <li>Tech support</li> </ul> <p>BONUS DISTRIBUTION: Self Storage Association Spring Conference</p>	<ul style="list-style-type: none"> <li>Sales skills</li> <li>Customer care</li> <li>Career-advancement advice</li> <li>Conflict resolution</li> </ul> <p>BONUS DISTRIBUTION: Inside Self-Storage World Expo</p>	<ul style="list-style-type: none"> <li>Legal issues</li> <li>Insurance (commercial and tenant)</li> <li>Crisis and crime management</li> <li>Safety and security</li> </ul> <p>BONUS DISTRIBUTION: California Self Storage Association Conference</p>	<ul style="list-style-type: none"> <li>Planning and zoning</li> <li>Design trends and aesthetics</li> <li>Construction trends and challenges</li> <li>Components and materials</li> </ul>

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Marketing	Outsourcing / Best of Business	Annual Top-Operators Lists & Operator Showcase	Revenue Management	Property Care	Staffing
Ad reservations	May 11	June 8	July 7	August 9	September 8	October 7
Ad materials	May 16	June 13	July 12	August 12	September 13	October 12
Features	<ul style="list-style-type: none"> <li>Grassroots and community marketing</li> <li>Traditional promotion methods</li> <li>Digital strategies</li> <li>Public relations and the media</li> </ul>	<ul style="list-style-type: none"> <li>When to outsource</li> <li>Vetting service suppliers</li> <li>Negotiating contracts</li> <li>"Best of Business" winners revealed</li> </ul>	<ul style="list-style-type: none"> <li>100 of the industry's top facility owners</li> <li>50 of the industry's top management firms</li> <li>List observations and analysis</li> <li>Operator showcase and insights</li> </ul> <p>BONUS DISTRIBUTION: Self Storage Association Fall Conference</p>	<ul style="list-style-type: none"> <li>Pricing strategies</li> <li>Delinquencies and collections</li> <li>Operating expenses</li> <li>Budgeting and forecasting</li> </ul> <p>BONUS DISTRIBUTION: Texas Self Storage Association Conference / Federation of European Self Storage Associations Conference</p>	<ul style="list-style-type: none"> <li>Understanding/increasing facility value</li> <li>Upgrades and remodeling</li> <li>Site-maintenance tasks</li> <li>DIY service and repair</li> </ul>	<ul style="list-style-type: none"> <li>Hiring, training and evaluating</li> <li>Compensation and incentives</li> <li>Policies and procedures</li> <li>Discipline and termination</li> </ul>