

**We Packed a Lot
Into 2024 So Far!**



Quarter III | 2024

**Your Quarterly
Arizona Self-Storage Association
Newsletter**



Engage | Educate | Empower



Contact

602.374.7184

www.AZSelfStorage.org

AZSA@AZSelfStorage.org

Letter From the President

Jeff Gorden

Quarter III | 2024



Dear AZSA Members,

As the saying goes, time flies when you are having fun, and AZSA has been having a fantastic time! It's hard to believe 2024 is already half over.

We had another successful conference and trade show in April at the beautiful We-Ko-Pa Casino Resort. We showcased the beauty of Arizona to our out-of-town guests with a great golf tournament, thanks to our Title Sponsor, **Janus International**, and our Charity Sponsor, **Kure It**.

Our 2025 Conference and Trade Show is scheduled for April 16th-17th, 2025 at the We-Ko-Pa Casino Resort. The golf tournament will be on April 15th, with the course to be determined. Exhibitor registration and sponsorship opportunities will be available on our website shortly. We are busily revamping the program to make it better and more impactful for our members!

Amy Amideo, AZSA's Executive Director, and fellow board members have been traveling around the state to engage, educate, and empower our members. We have hosted happy hours in Phoenix, town halls in Safford, and networking breakfasts in Flagstaff!

We have a great second half of the year planned with Town Halls and Networking Breakfasts scheduled for Tucson and Yuma in the fall, followed by our Holiday Parties in December. We hope to see you all there!

On the legal and legislative fronts, we are honored and proud to announce that HB2087 was passed in April and announced at the Conference. This bill allows for towing and capping liability for facility owners and will go into effect on October 1st. We will be sending out information on the new protocol and the accompanying document for this new law. A big thanks to AZSA's lobbyist, **TriAdvocates**, the **Self Storage Association** for the grant, and SSA legal counsel, **Joe Doherty**, for their hard work in getting this bill passed. Jeff Greenberger will be conducting his Lien Seminars in the fall and winter with updated information. Please check our website for all the details.

We had board elections in May and June. I would like to welcome back to the board **James Appleton** (MiniCo), **Poppy Behrens** (Modern Storage Messenger), and **Carol Mixon** (SkilCheck). I also welcome the Executive team back for another 2 years: **Jeff Gorden** (Gorden Group) as President, **Ray McRae** (Storage Solutions) as Vice President, **Whitney Jurjevich** (AmeriPark) as Treasurer, and **Tarik Williams** (TLW Construction) as Secretary.

Please keep a lookout in October for our membership drive. This year, we aim to ensure we have your up-to-date information and confirm the best way to communicate with you. Our members are our best ambassadors for the association, and we couldn't do what we do without you! Thank you!

Best regards,
Jeff Gorden
President, Arizona Self-Storage Association

See You at the Next Event!

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April | AZSA Trade Show

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Our Annual Conference & Trade Show in April Was a Smashing Success!



We had an impressive keynote presentation from **David Cramer** of **NSA**, who gave us an insightful update on the state of the industry.

The conference featured a wealth of knowledge from our industry experts, including presentations from AZSA's lobbyists, the **Triadvocates' Lauren King** and **Freddy Soto**, on the passing of **HB2087** and the latest in State Government activities.



StorSuite's Scott Worden and Zach Bolton enlightened us on the latest technology in self-storage, while Attorney Jeff Greenberger shared crucial legal tips, and **Sarah Beth Johnson** of **Universal Storage Group** empowered managers by helping them know their numbers.



The two-day event was filled with informative sessions and lively round-table discussions.



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April | AZSA Trade Show

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Special Conference Events

This year, we proudly presented the AZSA Lifetime Achievement Award to **Ray McRae** of Storage Solutions, who also serves as AZSA Vice President



Additionally, the first-ever AZSA Legislative Champion Award was given to Arizona House Representative **Laurin Hendrix** for his efforts in passing **HB2087**.



The AZSA Women's Council Breakfast was a highlight, honoring the "Hat Lady" herself, **Anne Ballard**, President of Universal Storage Group!

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April | AZSA Trade Show

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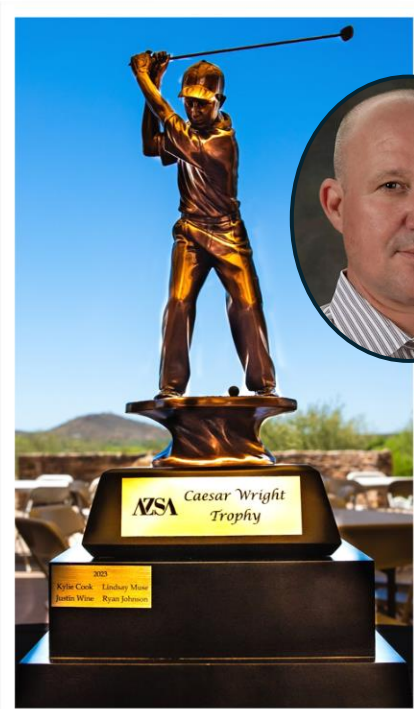
April | Golf Tournament

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Golf Tournament

It was a fantastic day at the beautiful Saguaro Golf Course. The weather was perfect, and everyone enjoyed the event, especially the sponsored holes: MiniCo's Ball Launcher, United Structural Designs' DJ Dave hole, and others.



Congratulations to Crescendo, the winning golf foursome, and to Jordan Mills of Crescendo Self Storage Management, who nailed a hole-in-one! The Caesar Wright "Doing it Wright" Memorial Award was also presented by Angie Guerin of MakoRabco, in memory of Caesar Wright.



Special thanks go to our Title Sponsor, Janus International; shirt sponsor, Campbell Development; 19th Hole sponsor, Storage Commander; and Drink Sponsor, Wentworth Properties.



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Save the Dates!

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**Keep an eye out for more details, and
make sure to mark your calendars!**

**AZSA Golf Tournament & Tradeshow
April 2025**



Save the Date

April 16th & 17th | 2025

Annual Golf Tournament & Tradeshow

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Board News

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Your Arizona Self-Storage Association Board

We are pleased to announce the results of the Board Elections and Officer Elections!

Returning Board Members:

James Appleton (MiniCo Insurance)
Poppy Behrens (Modern Storage Media)
Carol Mixon (SkilCheck).

Executive Team:

Jeff Gorden (Gorden Companies) continues as President
Ray McRae (Storage Solutions) as Vice President
Whitney Jurjevich (Ameripark) as Treasurer
Tarik Williams (TLW Construction) as Secretary

Thank you to all our board members for your dedication and service to AZSA and its members!



Pictured from left to right, **Belinda Rosthenhausler**, **Jeff Gorden**, **Matt Hall**, **Korey Hanson**, **James Appleton**, **Alonna Ross**, **Whitney Jurjevich**, **Ray McRae**, **Tarik Williams**, **Amy Amideo**, **Anne Mari DeCoster**, **David Brown** and **Lee Starrett**. (Missing from photo - **Poppy Behrens**, **Carol Mixon** and **Sam Woodruff**)



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Summer Events

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Spring Happy Hour | Scottsdale | June 12th

A warm evening at the Night Owl in Scottsdale turned cool with misters and margaritas!



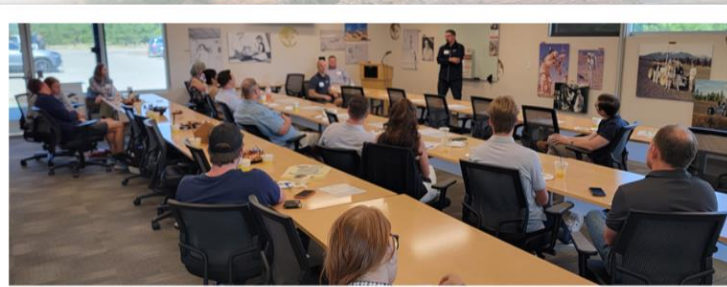
Summer Town Hall | Safford | June 19th



A great gathering at the Frontier Steak House. Special thanks to Eddie Molina, U-Haul, Sandy Sabatini, ProGuard Security Services, Jeff Gorden, and Alonna Ross for leading the discussions. The town hall was full of engaging conversations and collaborative problem-solving.

Summer Network Breakfast | Flagstaff | July 24th

Sponsored by Deans & Homer and Crescendo Self Storage Management, the breakfast at Moonshot, catered by Wildflower Bakery, was a hit. Chris Betteridge, Jordan Mills, and Robert Pacella led a lively Q&A, and we had some great brainstorming sessions.



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Upcoming Events

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Stay Tuned for Details!

FALL TOWN HALL MEETING


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TUCSON

November 13th | 5:30pm - 8:00pm
TopGolf
4050 W. Costco Dr., Tucson, AZ


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Holiday Party

Enjoy a night of networking, appetizers, drinks with your AZSA family!

Phoenix



Holiday Party

Enjoy a night of networking, appetizers, and drinks with your AZSA family!

Tucson



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Seminars & Workshops

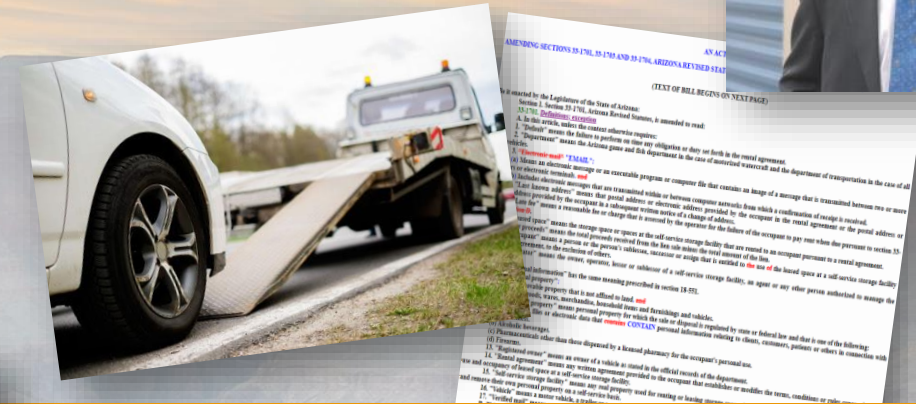
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Link to events: [AZSA Home Page](#)

Covering HB2087 and Current Lien Laws

- November 12th, 2024 | 11:00am
- February 18th, 2025 | 11:00am
- August 19th, 2025 | 10:00am



Education & Workshops

Our Education Chair, Carol Mixon, and the committee are hard at work designing a stellar education program for 2025.

Keep an eye out for topic surveys, and if you're interested in teaching a workshop, please reach out for our Request for Speaker (RFS) package for consideration.

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**We Heard You...
We Have Your Answers**

Amy Amideo

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A Softening Market Finds Storage Owners Searching for New Revenue Streams

As the Executive Director of AZSA, I've had the privilege of traveling across our beautiful state, engaging with storage facility owners and managers from diverse regions. Each area presents its unique challenges, but one common theme has emerged: the pressing need for ancillary income to bolster business during these leaner times.

In the current market climate, where demand fluctuations and economic pressures are more pronounced, finding new revenue streams is essential. This article will focus on the retail aspect of ancillary products, specifically highlighting three AZSA Vendor member products: Box Latch, Safer4u, and Tenant Property Protection. Their webinars are linked below for more information.



By diversifying income streams and innovating service offerings, storage owners can mitigate the impacts of a softening market and build a resilient business model. Proper training for managers on these ancillary products and services is essential to truly increase your bottom line. AZSA is committed to supporting our members with resources, education, and networking opportunities to navigate these challenging times and emerge stronger.

Together, we can adapt and thrive, ensuring the continued growth and success of the self-storage industry in Arizona.

Please read on for some amazing ancillary service and product ideas that we have discussed and researched for our AZSA members.

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We Heard You...
We Have Your Answers

Amy Amideo

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A Softening Market Finds Storage Owners Searching for New Revenue Streams (cont.)



- **Retail Sales** Offering packing supplies, locks, and moving boxes can be a convenient service for customers and an additional revenue source for storage facilities. Partnering with local businesses to provide a range of products can also create a steady income stream.
- **Truck Rentals** Collaborating with truck rental companies like AZSA Corporate Sponsor member U-Haul can attract customers who are moving and need both storage and transportation services. This not only increases foot traffic but also provides a commission-based revenue.

- **Business Solutions** Creating tailored solutions for local businesses, such as accepting deliveries on their behalf or offering document storage, can open new revenue channels. These services cater to specific market needs and build long-term business relationships.
- **Specialty Storage** Consider investing in climate-controlled units for wine storage, art, or other valuables. Specialty storage can command higher rental rates and attract a niche clientele, providing a significant boost to revenue.



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A Softening Market Finds Storage Owners Searching for New Revenue Streams (cont.)

- **Event Hosting** If space permits, using facilities for events like garage sales, flea markets, or community events can generate income and increase community engagement. This not only diversifies revenue but also strengthens community ties.
- **Online Auctions** Hosting online auctions for past due storage units can streamline the process and reach a broader audience, ensuring better returns on unclaimed items. This method can be more efficient and profitable compared to traditional in-person auctions.
- **Referral Programs** Encouraging existing customers to refer new clients through a referral bonus program can organically grow the customer base and increase occupancy rates. This strategy leverages word-of-mouth marketing to drive business growth.
- **Value-Added Services** Providing services such as pickup and delivery for stored items, packing assistance, or concierge services can differentiate your facility and justify premium pricing. These services cater to the convenience and needs of modern customers.
- **Fees** Implementing various fees can also contribute to ancillary income. Late payment fees, administrative fees for lease processing, and convenience fees for online payments are common practices. These fees not only generate extra income but also encourage timely payments and efficient operations.



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A Softening Market Finds Storage Owners Searching for New Revenue Streams (cont.)

- **EV Charging Stations** As electric vehicles become more prevalent, installing EV charging stations at your facility can attract eco-conscious tenants. Charging stations can serve as a unique selling point, encouraging tenants to choose your facility over others. Charging fees can be a lucrative addition to your ancillary income portfolio.
- **Moving Company Partnerships** Forming partnerships with local moving companies can create a mutually beneficial relationship. By referring tenants to trusted movers, you can earn referral fees or commissions. This partnership can also enhance your facility's reputation as a comprehensive storage and moving solution.
- **Wash Bays and Dumping Stations** For facilities that cater to RV and boat storage, offering wash bays and dumping stations can be a valuable service. RV and boat owners often require these amenities and providing them on-site can attract a loyal customer base. Charging for the use of these facilities can generate steady ancillary income.
- **Wheel Locks and Camping Supplies** For customers storing RVs, trailers, or campers, offering wheel locks and camping supplies can be an excellent revenue stream. These items cater to the specific needs of outdoor enthusiasts and can be sold or rented at your facility.

Explore these webinars to gain a deeper understanding of how these products can enhance your retail offerings and drive additional revenue for your storage facility.



**Tenant Property
PROTECTION**



Webinars for Further Information

- [**Box Latch Webinar**](#)
- [**Safer4u Webinar**](#)
- [**Tenant Property Protection Webinar**](#)

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New Towing Bill (HB2087) Effective October 1st, 2024

Dear Members,

We are excited to announce the passage of HB2087, a significant legislative achievement for our industry. This bill introduces new provisions for towing and liability caps, providing important protections and clarifications for self-storage operators in Arizona.

Background

The journey to this success began in June of 2023 with the collaboration of **Triadvocates**, AZSA's dedicated lobbyist, and the **National Self Storage Association (SSA)**. We listened to your concerns and made it our priority to advocate for this law. A generous grant from the SSA played a crucial role in making this initiative possible.

The bill was passed by a bipartisan vote in the Arizona legislature in April of 2024 and was officially announced at our 2024 Conference. This achievement is a testament to the hard work and strategic planning by Triadvocates' **Barb Meaney**, **Freddy Soto**, and the SSA's **Joe Doherty**, who diligently met with legislators to ensure the bill's success.

Key Provisions

Liability Cap:

The bill allows the rental agreement to set a limit on the value of the property stored by the occupant, which will be deemed the maximum value for all purposes.

Actual HB Language:

"D. The rental agreement may provide for a limit on the value of the property that is stored by the occupant on the premises, and that limit is deemed to be the maximum value of stored property for all purposes."



New Towing Bill (HB2087) Effective October 1st, 2024 (cont.)

Towing:

If an occupant is in default for more than 30 days and their property includes a vehicle, watercraft, or trailer, the operator may now contract with a towing company to remove the property.

A notice must be sent to the occupant at least 10 days before the towing company removes the property. This notice must include the name, address, and telephone number of the towing company and offer the occupant an opportunity to cure the default.

Once the property is removed by the towing company, the operator is no longer liable to the occupant or any other claimant.

Actual HB Language:

"E. If the personal property includes a vehicle, watercraft, or trailer and the occupant is in default for more than thirty days, the operator may contract with a towing company to remove the property. At least ten days before the towing company removes the property, the operator must send notice by verified mail or email to the occupant at the occupant's last known address. The notice shall provide the name, address, and telephone number of the towing company that will remove the property if the occupant does not cure the default by the date prescribed in the notice. On receipt of the property by the towing company, the operator is not liable to the occupant or any other person who claims an interest in the property."



Next Steps:

Please stay tuned for detailed towing protocols and documentation, which will be released on October 1, 2024, when the bill goes into effect.

Thank you for your continued support and dedication to the Arizona Self Storage Association. Together, we are making our industry stronger and more secure.

Thank You, Sponsors!

From the Executive Director

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