



CELEBRATING
55 YEARS

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2007 Massachusetts Self-Storage Association sponsors Greater Northeastern Trade Show

October 02, 2007 - Owners Developers & Managers

Building on the work and imagination of far-thinking "pioneers" of the Massachusetts Self-Storage Association (MASSA) who, in 1998, started the group of owners and operators to organize the self-storage industry on the local level, today, MASSA proudly sponsors its second "Greater Northeastern Trade Show" at a new location in Milford on October 19. Mass' owners and operators rightly felt something closer to their home communities was needed. What followed was a non-profit organization committed to strengthening and enhancing the self-storage industry in the commonwealth and to increasing educational opportunities and raising the bar of service and competence! It has been growing ever since!

MASSA promotes the concept of self storage and the businesses of our members, as natural extensions of the family home and apartment, the neighborhood business and the local community organization. MASSA publishes information that helps our members become more successful in the self storage business and helps them to perform their responsibilities to their customers more easily, efficiently and effectively. MASSA professionalizes the self storage industry in Mass. by raising the bar of convenience, service and security so that our members ultimately see their businesses grow and prosper.

MASSA is building membership and financial reserves and is the "voice" of the industry in Mass. MASSA has the credibility and position to negotiate beneficial regulations, defend industry rights and generally champion the positions of our members, thereby enhancing their economic and competitive positions. These benefits adhere to both those already in, and those who wish to enter in, the industry. These are the benefits that the far seeing pioneers early on recognized as the core reasons for organizing an effective state self-storage association. Thus MASSA:

- *Promotes the concept of self storage and businesses of our members.
- *Publishes information that helps our members become successful in their businesses and assists them in discharging their responsibilities to their customers efficiently and effectively.
- *Professionalizes our industry by raising the bar of convenience, service and security.
- *Monitors legal proceedings brought under the specific chapter of the Lien Law that governs the self storage industry in Mass.
- *Protects the sales tax treatment of self storage as commercial real estate;
- *Developed a code of ethics to promote good business practices and customs.
- *Functions as the industry's voice to promote the concept of self storage and to defend your rights as independent businesspersons.

Self-storage owner/operators in Mass. face a variety of issues in their businesses every day. Some external issues that self storage owners and operators in Mass. face are: taxes (not only the

imposition of the same, but assessment and rate issues), building and fire code concerns, treatment by law enforcement and code officials, ensuring uniform regulations affecting auction and DMV procedures, and the constant threat of over-regulation on state and local government levels. MASSA keeps a close watch on all of these issues to help protect our members and all self-storage owner/operators in the state.

Internal issues affect self-storage owner/operators as well. Some of these include: maintaining high ethical standards, improving manager/staff education and their knowledge base, and "staying relevant" by constantly refining improvements in technology, in service, in security and in appearance. The self-storage industry in Mass. is evolving and improving every single day. Mass. can be proud of this industry!

The Massachusetts Self-Storage Association is always ready to face issues in an intelligent, practical and effective manner. MASSA can effectively meet and process the external issues articulated above. A large number of satisfied customers and a positive public image, working in legal concert, are better equipped to oppose intrusive and harmful legislation or regulation and prevail. MASSA is relevant because each state has its own and different constitutional provisions, established public policy, and statutes and regulations on a wide variety of subjects which may only tangentially touch upon self storage.

MASSA meetings focus on state sensitive issues such as auction procedures, tax assessments, decedents' estates or the myriad of other local issues of the type that provoke questions to our office every day.

It is up to our individual members to determine how we face an evolving issue, create a coherent approach and ultimately craft the solution that halts any potential harm or creates a benefit (and permits us all to go back to work doing what we do best, running successful businesses). By selecting active partnership and participation in your state association, you demonstrate the true pioneering spirit and contribute to your own success! You affirmatively demonstrate your belief in the concept that we do better together, that we will be stronger and immeasurably more capable of defeating the challenges and ensuring successes that will enhance your businesses!

If you are not yet a member of MASSA, consider joining! Some MASSA membership benefits include:

- *Legislative voice and legislative/legal issue alerts.
- *Listing on our website (www.maselfstorage.org), and a link to your site.
- *Member listing in the MASSA directory.
- *New owner/operator support.
- *"Grass Roots" seminars
- *Periodic meetings with guest speakers and networking opportunities.
- *Membership certificate and code of ethics;
- *Newsletter with timely information;
- *Membership manual containing relevant and timely information, including: sample occupancy agreement, auction procedures, Decedents' Estates Primer and security procedures.

Come visit MASSA at the Greater Northeastern Trade Show, educational seminars and Annual Membership Meeting to be held at the Sheraton Milford, Beaver St., Milford, on Friday, October 19, from 9 a.m. through 4 p.m. We lead off with the keynote presentation featuring the well known and well respected Jeffrey Greenberger from 9:30 a.m. till 11 a.m., trade show from 11 a.m. through 3 p.m. and a U.S. Post Office direct mail seminar from 3 p.m. until 4 p.m.

The keynote presentation, titled "Ten Things You Do That Can Get You Sued!", is an effective presentation by Jeffrey Greenberger, one of the industry's most knowledgeable self storage attorney's, and is followed by the opening of the largest and best Self Storage Trade Shows ever to be presented in New England! Come and "kick the tires" and see for yourself what is out there for members of our industry.

Spend a fact-filled day with MASSA to learn some innovative and interesting self storage concepts, network with fellow owners and operators and visit with your clients if you are a professional/vendor member. For information on the 2007 Greater Northeastern Trade Show and educational seminars, visit: www.maselfstorage.org or call our office at 800-268-0086 and ask for Kathy or Judith.

The U.S. Marine Corps Reserve Toys for Tots Program will be collecting brand new, unwrapped toys and monetary donations at the trade show. The mission of the U.S. Marine Corps Reserve Toys for Tots Program is to collect new, unwrapped toys during October, November and December each year and distribute those toys as Christmas gifts to needy children in the community in which the campaign is conducted. The Toys for Tots Program wishes to play an active role in the development of one of our nation's most valuable natural resources—our children, to unite all members of local communities in a common cause for three months each year during the annual toy collection and distribution campaign, and to contribute to better communities in the future. Local Toys for Tots campaign coordinators conduct an array of activities throughout the year, which include golf tournaments, foot races, bicycle races and other purely voluntary events designed to increase interest in Toys for Tots, and concurrently generate toy and monetary donations. The program is a national effort administered locally, in whatever community the toys are collected is the community in which they will be distributed. The success of the program relies on volunteer support and community involvement. To learn more about the Toys for Tots program in Mass., please visit: www.toysfortotsma.org

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