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## **MASSA sponsors the 5th Annual Greater Northeastern Trade Show - April 22nd - 23rd**

April 01, 2009 - Owners Developers & Managers

The Massachusetts Self Storage Association (MASSA) will proudly sponsor its 5th Annual Greater Northeastern Trade Show in Boxborough, Mass. on April 22nd - 23rd.

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. Join us at the trade show and convention to learn more about what MASSA has to offer you!

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 Massachusetts 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; and
- \*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 bylaw 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 Mass.

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!

MASSA 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](http://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 Holiday Inn Boxborough on Adams Place in Boxborough, on Wednesday, April 22nd from 1 p.m. till 6 p.m., and Thursday, April 23rd from 8:30 a.m. till 3 p.m.

We lead off with an "Owner's Only" seminar conducted by Tom Garden of Syrasoft Management Software and Jim Chiswell, a well known and well respected self storage consultant, from 2 - 5:00 p.m., follow by a "Vendor Appreciation" cocktail reception and a "sneak peak" at the trade show.

Thursday will feature Jim Chiswell discussing marketing issues for these tough economic times and a presentation by myself on the all new Payment Card Industry Data Security Standard (PCI DSS) regulations.

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.

Door prizes will be available for all participants. We'd like to thank our corporate sponsors Janus International and The RABCO Corp.

For information on the 2009 Greater Northeastern Trade Show and Educational Seminars, visit: [www.maselfstorage.org](http://www.maselfstorage.org) or call our office at 800-268-0086 and ask for Kathy or Judith.

Chris McGrath is the executive director, MASSA, Albany, NY.

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