



Message from the President

By Dale Jordan, MSSOA President



I am old.

Sometimes I sit and think. Sometimes I just sit.

On this particular day, I was thinking about the first time I used self storage.

It was back in 1958, before the industry was even thought of. My father and I rented a garage from an individual on Fair Avenue in North St. Louis. We paid \$8.00 per month. The approximate size was 12 X 18. Dad had a junk car (my opinion) and I had some treasures (also my opinion). This space was big enough for both.

When my father retired in 1962, we pulled out the old Plymouth which was worth about \$25.00. It had only been in storage about four years. We loaded it on a flat bed truck and hauled it to North Arkansas where it sat outside near the barn until a junk dealer bought it for \$25.00. Probably should have kept it. Ha! Ha!

Do the math!

I don't remember what happened to my treasures. If anything good had happened to them I am sure I would have remembered.

Isn't it strange that in 2008 the same thing is still happening? Of course, this all adds to our bottom line, just like it did back in 1958. The homeowner reaped big bucks for that transaction. Some things never change...and for our sake I hope they never do!

Still thinking.....

While some things have stayed the same over the years, we must remember to be ready when change comes our way. And it will.

Looking back to the early days of self storage. There was a time when all we had to do was put up a building and they would come! Today, with all the competition, we have to do many other things to attract our customers.

We must consider things such as, location, office, curb appeal (day

time and night), fences, climate control, cameras and other security items. The list goes on and on.

To be successful today, you must consider all this and more. If you don't, your competition will.

Then what happens to your business?

My thoughts are always that being first in your market with good placement and the implementation of all the above options will definitely pay off.

Remember competition only does to you what you allow it to do.

Good luck and happy renting!

Dale Jordan
 President, MSSOA

Dale's Top Tips

Do you realize over 50% of our customers are women? Here are some tips to keep and protect all your customers.

Do you have enough lighting to make them feel safe? Make sure your place is well lit and looks safe even at night.

Drive by your facility at night and see if all your lights are on. If not, take action!

This is very important, especially in the long, winter nights.

OUR ADDRESS HAS CHANGED!

As of September 2008

The MSSOA office is now located in LAKE OZARK, MISSOURI

Please send all snail mail to:

MSSOA

ATTN: Executive Director

141 Cypress Point Lane

Lake Ozark, MO 65049

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Director's Note

Ashley Brown, MSSOA Executive Director

A new year is fast approaching and soon, believe it or not, so will the 2009 Annual Convention!

Your MSSOA Board is already diligently planning for a 10th Anniversary Celebration that not only includes the most interesting and informative education sessions, but also gives you the opportunity to network with your colleagues and have fun!

You may think it's too soon to be thinking about August, and whether or not you can attend. But, to be honest, it's never too early to start planning. Given the current economy and outlook, I'm sure that most of you have already plotted out your next six months...if not your whole 2009.

Preparation is the key to any

successful endeavor—and so is communication.

That's why your MSSOA Board has decided to make the Monitor a monthly newsletter. Part of what MSSOA does as an association is to provide you with tools that help keep you prepared.

Whether providing you with tips for a successful sales call or answering important questions about buying or selling property, MSSOA is there for you. This newsletter is designed to keep you in the "loop" with your association, and to provide you with helpful information, too.

But, we can't do it without your help.

If you have something to share, please share it with us. Primarily, we are looking for articles that are industry related, or personal successes you may have had currently or

in the past. Regardless, we appreciate your articles or even your suggestions on articles.

The same goes for our 2009 Annual Convention. If there are particular subjects you would like to see presented, by all means let us know! Drop us a line any way that works for you.

I am dedicated to this association, and want to make certain that every member gets as much out of it as possible. It doesn't matter whether you own or manage just one or several facilities, YOU are an important part of what makes this association great!

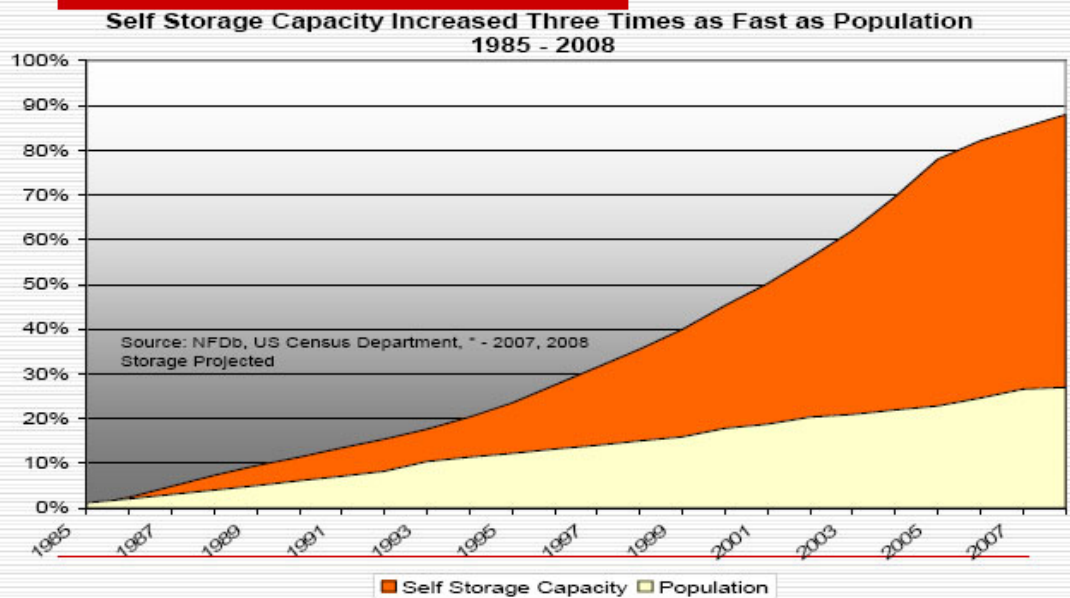
So, as you are preparing for 2009, think about MSSOA and what we can do to make it continue to work for you!

Thank you for your membership!

DID YOU KNOW??

Self storage grew faster than Population

Information provided by the SSA



It's Your Call!

Top 5 Tips for Successful Telephone Sales



The telephone is an often under-appreciated piece of office equipment.

These TOP 5 tips will help you improve your telephone presence and close more self-storage inquiries.

1. You are the "Manager of First Impressions" for your business. **Whenever you pick up the telephone, put a smile on your face first. It will enhance your vocal quality and you will sound pleasant and relaxed.**

2. **Listen attentively to the person you are speaking with.** Recall why your dog is such a good listener: listen actively and in the moment. Multi-tasking is

the enemy of effective listening.

3. Let other people talk!

Make sure your caller has completely finished speaking before responding. Remember: sometimes they aren't done talking; they are just coming up for air.

4. **To create affinity with your callers, speed up or slow down your speaking voice to better match theirs.** They won't realize why they feel comfortable, they just will.

5. **Use your words for best results.** Keep in mind you can phrase anything positively, negatively or neutrally. Phrasing your words positively will help you get better results more easily.

Most importantly, be prepared for incoming calls by having all of your information in front of you, or memorized.

If you are required to cold call, plan your telephone presentations in advance. Think out all the various scenarios you might be faced with and write it out. *This is called pre-call planning.*

We use the telephone as our primary form of personal communication. People who are good with this medium increase their opportunities for success.

Do YOU know someone who would benefit from becoming a member of MSSOA?

Help bring in the most new members during the months of November 2008 thru January 2009 and you could win a

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For more information, please email
mssoa2003@yahoo.com



2009 Membership Application

Date of Application for Membership: _____

Position Owner Manager Vendor Member

Facility Manager: _____

Facility Name: _____

Facility Address: _____

Telephone: () _____ FAX () _____

City: _____ State: _____ Zip: _____

Email: _____

Website: _____

If Vendor or Supplier, describe nature of product/service

Annual Membership Dues: \$150 Total Amount Enclosed: _____

Member Signature: _____

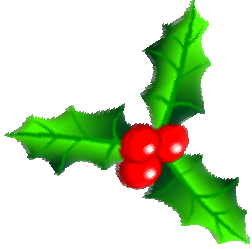
Please make your check payable to MSSOA, and mail to:
MSSOA, ATTN: Ashley Brown, 141 Cypress Point Lane, Lake Ozark, MO
65049.

Questions? Call Ashley at 573.480.0454

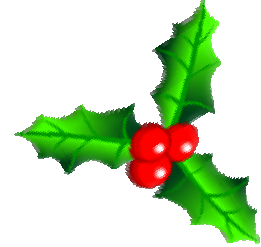
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