



2008 Annual Conference and Exposition

Marketing Mobile in a Tight Economy

October 13-14, 2008

Gaylord Opryland Resort and Convention Center—Nashville, TN

Monday, October 13

7:00 a.m.	Bus departs the Gaylord for the Golf Tournament
8:00-3:00 p.m.	Golf Tournament
1:00 p.m.	Bus Departs the Gaylord for the Site Visit
1:00-5:00 p.m.	Registration Opens
2:00 p.m.	Bus departs the Golf Tournament for the Gaylord (approximate)
3:00 p.m.	Bus Leaves for the Golf Tournament for the Gaylord Bus Leaves the Site Visit for the Gaylord
5:00 – 6:30 p.m.	Welcome Reception in the Exhibit Hall
6:30 – 9:00 p.m.	Opening Banquet and Golf Tournament Trophy Presentation

Tuesday, October 14

- 7:30 – 8:00 a.m. Continental Breakfast
- 8:00 – 8:45 a.m. Annual Business Meeting
- MSSA President Randy Weissman, Storage Banc
 - MSSA Treasurer Mary Fay Kattman, Store to Door, LLC
 - MSSA Director Ed Leos Public Storage Pick Up & Delivery
 - Director Ben Terrell, Mobile Attic
 - MSSA Executive Director Bob McLean, CAE
- 8:45-9:45 a.m. Keynote Address: Jeff Slutsky, The Streetfighter Marketing Institute
- 9:45–10:15 a.m. Break in the Exhibit Hall
- 10:15-11:30 a.m. Session 1: Derek Naylor, Storage Marketing Solutions
- 11:30–1:00 p.m. Lunch in the Exhibit Hall
- 1:00–2:15 p.m. Session 2: Matt Halliday, Vice President of Call Center Operations, Public Storage, Inc.
- 2:15–2:30 p.m. Break in the Exhibit Hall
- 2:30-4:30 p.m. Roundtable Discussions (20 Minutes Each)
- Legal/Carlos Kaslow, General Counsel, Self-Storage Association
 - Operations/Steve Wilson, Managing Partner, Hide-Away Storage Services, LLC
 - Insurance/Tom Laden, Program Manager, Storage First
 - Direct Mail and Postal Marketing/Pam London, United States Postal Service Business Development Team
 - Safety and DOT Compliance Issues/Andrew Levett, Safety and Loss Prevention Manager, Ryder
 - Profit Recovery/Ed Leos, Controller, and Larry Johnson, Asset Manger, Public Storage Pickup & Delivery
- 4:30-4:45 p.m. Panel Discussion: Industry Experts Answer Your Questions