



# ***2022 Annual Meeting and Managers Summit***

**March 30 - 31, 2022**

**DoubleTree Tinton Falls - Eatontown  
Eatontown, NJ**

# ***PROGRAM***



# Schedule of Events

## NJSSA Annual Meeting & Managers Summit

March 30 – 31, 2022

DoubleTree Tinton Falls - Eatontown  
Eatontown, NJ

### Wednesday, March 30: Managers Summit - Sapphire Ballroom

*\*No exhibits. Exhibitors will be available at the Annual Meeting on March 31, 2022.*

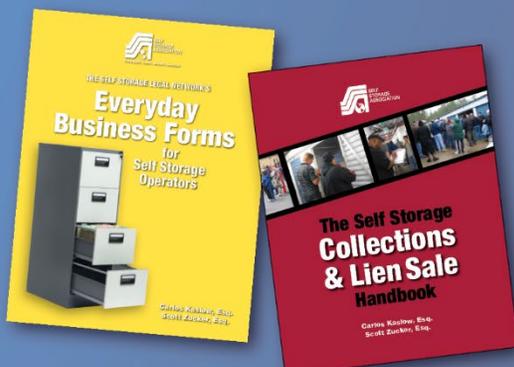
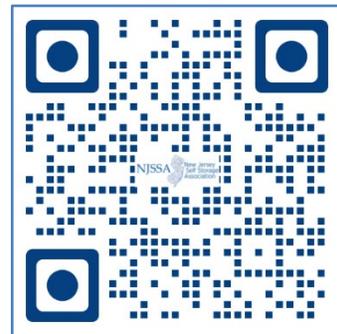
9:30 AM - 10:00 AM	Managers Summit Registration
10:00 AM	Welcome – Phil O'Hara, Delta Self Storage
10:00 AM – 11:00 AM	<b>Digital Marketing for Managers: How to Use it for the Best Results</b> – Holly Fiorello, CallPotential
11:00 AM – 11:15 AM	Break
11:15 AM – 12:15 PM	<b>Operations Best Practices</b> – Jim Mooney, Freedom Storage Management
12:15 PM – 1:15 PM	Lunch and Networking
1:15 PM – 2:00 PM	<b>Manager Q&amp;A</b> – Join in the conversation as we have an open discussion with each other and our facilitator, Phil O'Hara. A great opportunity to share ideas & learn what peers are doing.
2:00 PM – 2:15 PM	Break
2:15 PM – 3:45 PM	<b>NJ Self Storage Lien Law Review and Update</b> Jeffrey Greenberger, Greenberger & Brewer LLP
4:00 PM	Thank You and Meeting Wrap-Up – Take the Meeting Survey
5:00 PM	<b>Welcome Networking Reception*</b> , Sponsored by LC Realty



**\*Reception is included with paid Managers Summit or Annual Meeting fee.**

## Thursday, March 31: Annual Meeting - Sterling Ballroom

- 7:30 AM Sponsor and Exhibitor Set-up
- 8:30 AM – 10:00 AM Registration, Pastries, Coffee and Exhibits Open
- 10:00 AM – 10:15 AM Welcome and Introductions
- 10:15 AM – 11:30 AM **Legal Issues Every Owner Should Know**  
Jeffrey Greenberger, Greenberger & Brewer LLP
- 11:30 AM – 11:45 AM Break and Visit with Exhibitors
- 11:45 AM – 12:30 PM **NJ Self Storage Market Update**  
Nathan Coe, Marcus & Millichap
- 12:30 PM – 1:30 PM Introduction of Exhibitors and Lunch
- 1:30 PM – 2:30 PM **Digital Marketing for Owners: Are You Getting the Biggest Bang for your Buck?**  
Holly Fiorello, CallPotential
- 2:30 PM – 2:45 PM Break and Visit with Exhibitors
- 2:45 PM – 3:45 PM **Owners Panel - New Ways of Doing Business in a Post-Covid World**  
Jim Mooney, Freedom Storage Management; Jane Tresnan, West Orange Storage; Matt Morlino, City Line Capital
- 3:45 PM Thank You & Meeting Wrap-Up  
Take the Meeting Survey



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# Thank You to our Exhibitors!



# MEMBERSHIP MATTERS



## Join the New Jersey Self Storage Association

**FREE NJ Lien Law Book, a \$60 Value!**

**JOIN TODAY at the Registration Desk**

### Membership Benefits Include:

- ✓ Industry Advocacy – We are your voice!
- ✓ Networking
- ✓ Member Only News and Information
- ✓ Education and Training
- ✓ Monthly National SSA Magazine
- ✓ NJSSA Quarterly e-Newsletter
- ✓ Member Only Discounts to all NJSSA Events
- ✓ Annual Meeting and Trade Show
- ✓ Add the SSA Legal Network Affiliate Plan
- ✓ Access the Certified Self Storage Managers Course
- ✓ Discounts to SSA National Conferences and MORE!



**Other Ways to JOIN - Scan the QR Code or go to [www.njssa.org](http://www.njssa.org)**

A promotional banner for the SSA 2022 Fall Conference &amp; Trade Show. The banner has a light blue background with a grid pattern and a stylized orange atom symbol in the top right corner. In the top left corner, there is the SSA logo, which consists of a stylized 'S' and 'A' with the text "SELF STORAGE ASSOCIATION" and the tagline "Participate. Learn. Benefit. Succeed." below it. The main text of the banner is centered and reads "SSA 2022 FALL" in large, bold, red, serif capital letters. Below this, "Conference &amp; Trade Show" is written in a black, cursive script font. Underneath that, "SEPTEMBER 6-9 · MGM GRAND" is written in a smaller, black, sans-serif font. At the bottom of the banner, there is a red diamond shape containing the text "LAS VEGAS" in white, bold, sans-serif capital letters, with a yellow starburst graphic to its left.