

# MESSENGER NEWS

## association news

### FSSA Conference Features Power of the Panel

The Florida Self Storage Association (FSSA) will host its annual Conference May 5 to 7 at Disney's Contemporary Resort in Orlando. Following the keynote presentation by Paul Martin, a Power of the Panel discussion will feature Anne Ballard, Michael Haugh, Brenda Scarborough, Marc Smith, and Steve

Wilson. Rick Yonis, FSSA president, will moderate the panel.

The association will be hosting a four-hour workshop, sponsored by the Bader Company and led by industry-leading marketing innovator Derek Naylor, president of Storage Marketing Solutions. Participants will create a detailed marketing plan based on innovative strategies that are working in today's market. Visit [www.floridassa.org](http://www.floridassa.org) for additional information.

FSSA welcomes these new board members: Michael Mele, Lainie Miller, and Matthew Van Horn. In addition, Scott Kelly and Mike Pontillo are alternate board members with a one-year term.

### GASSA Meets May 11

The May 11 meeting of Georgia Self Storage Association will feature keynote speaker Bob Cooper of Self Storage 101 from noon to 2 p.m. at the Vinings Club in Atlanta. His topic is "Checking Under the Hood: What You Need to Do to be Ready for a Great 2010." The commercial speaker is Jim Stevens, senior vice president of acquisitions and business development with Extra Space Storage.

## product profiles

### Comprehensive Online Reservation Network Completed

USstoragesearch.com announces the completion of a comprehensive integration into all of the storage industry's main property management systems. USstoragesearch.com's online network integrates with these property management programs: Centershift STORE, SiteLink PC, SiteLink Web, DOMICO, Syrasoft, WebSelfStorage, Storage Commander, StorMan, Symbio, TaskMaster, Total Recall, and WinSen. For more information, visit [www.USstoragesearch.com](http://www.USstoragesearch.com).

### SiteLink Expands Around The Globe

SMD Software marks another milestone with a record number of international users switching to SiteLink Web Edition. SiteLink welcomes National Storage, one of the largest Australian operators with 60 stores, along with a fast-growing group of users in Canada, Central and South America, Asia, Europe, and Africa. For more information, call (919) 865-0789, Ext. 1, or visit [www.smdsoftware.com](http://www.smdsoftware.com).

### StorageSeeker.com Announces Improved Interface

StorageSeeker.com announces an improved administrative and marketing interface for subscribers to its online self-storage marketing platform. The improved administrative interface allows users to perform a number of editing- and tracking-related tasks on their

Premium Listing property pages on Storage Seeker. Visit [www.StorageSeeker.com](http://www.StorageSeeker.com) for more information.

### XPS Launches Business Development Service

XPS Solutions announces a business development solution aimed at increasing rentals and improving occupancy rates. XPS Commercial Marketing Service targets likely to rent commercial businesses within the key three- to five-mile radius of the facility using a privately branded direct mail piece customized with the facility's promotional offer. For details, visit [www.xpsusa.com](http://www.xpsusa.com).

### New DOMICO Web Site Goes Live

DOMICO's new re-designed Web site features more innovative and animated features as well as more information about DOMICO's products. Visit [www.domico.com](http://www.domico.com).

### O'Neil Represented In 75 Countries

O'Neil Software continues to grow with more than 1,000 record centers in over 75 countries. RS-SQL is O'Neil's state-of-the-art flagship product, a part of the company's complete suite of fully integrated software. RS-SQL is a flexible, feature-rich information management and record tracking software that allows users to easily and accurately manage, track, and monitor the activity of any storable item. For more information, visit [www.oneilsoft.com](http://www.oneilsoft.com).

### Nevada Association Selects MiniCo Publications

The Nevada Self Storage Association (NVSSA) will provide MiniCo Publishing's Mini Storage Messenger and Self-Storage Now! magazines as member benefits. NVSSA members will also receive discounts on the *Self-Storage Almanac* and *Self-Storage Development Handbook*.

## finance

### BSC Group Forms Alliance With 1<sup>st</sup> Service Solutions

The BSC Group has formed a marketing alliance with 1<sup>st</sup> Service Solutions to exclusively promote loan restructuring services to storage owners and investors nationwide. The alliance was formed to help self-storage property owners obtain lower interest rates, reduced monthly payments, and modified loan terms for their distressed properties.

### GE Capital Provides \$85 Million To U-Haul

GE Capital, Corporate Finance was the sole lender for an \$85 million asset-backed term loan to U-Haul. The loan will be used to refinance an existing securitization facility. Funding was provided through GE Capital, Corporate Finance's bank affiliate, GE Capital Financial.