

FACILITIES ASSIST WITH SANDY RELIEF EFFORTS

The self storage industry in New York has supported a variety of relief efforts to help those devastated by Superstorm Sandy. We're proud to announce that many of our members participated in a variety of ways to address this cause. NYSSA Board Member Garo Derian, of Glenmont Self Storage, was instrumental in assisting those in need in the aftermath of one of the worst natural disasters our country has ever faced. Garo explained that, "The self-storage business has evolved to become a community based business; we need to be more active and involved with our local businesses, local volunteer clubs, chambers and associations." Mr. Derian firmly believes that "many people come in to our location from direct community involvements."

Mr. Derian donated the use of a moving truck from his facility to the "Rise-Up"

Relief Mission. The Glenmont Self Storage moving truck facilitated the hand delivery of over 16 cubic feet of donated items and over \$2,000 of collected funds to storm victims in need. The donated items and funds were delivered to elementary school relief shelters and local fire stations in impacted communities.

Ms. Colleen Hodgins, Operations Manager at Fort Knox Self Storage of Middletown, is no stranger to

community involvement through charitable activities. As Superstorm Sandy was approaching, Fort Knox Self Storage announced that its locations were offering free storage to anyone who needed to put their belongings in a safe place to get their homes ready for the upcoming storm. Ms. Hodgins explained, "Business is business, but when you can coordinate a good deed with marketing your company at the same time it is a win-win."



Glenmont Self Storage owner Garo Derian loading a truck before heading to NJ.

After the storm, the communities around Fort Knox Self Storage of Middletown collected and filled a 17 foot truck full of supplies to bring down to the affected areas of Breezy Point and Staten Island. "The radio stations were making the pleas hourly and the foot traffic walking in our door was outstanding," added Ms. Hodgins.

The NYSSA commends the response of our many exemplary community partners that have taken action in this recent recovery effort. "Charitable work is not only a good idea in regards to business recognition and advancement, but I think it is our duty to help people that are in need. I would go as far as to say that it's a necessity to give back to our community, just think, wouldn't you want someone doing the same charitable work for you in your time of need," explained Mr. Derian. "Just keeping our promise to our community, hoping other facilities are doing the same! No marketing plan can compare to the positive feedback like this," added Ms. Hodgins. "Besides, it's just the right thing to do!"



Fort Knox Self Storage loads donations for Breezy Point and Staten Island.

WHAT'S HAPPENING AT YOUR FACILITY?

Do ALL Tenants Have Occupancy Agreements? We have received a number of phone calls in the NYSSA office recently from members about employees who were not renting spaces properly, then left, and now the owners/managers are trying to figure out who the spaces belong to. Take the time to walk around your facility to ensure that properly rented units are locked. If you notice units that are supposed to be empty, but are locked, immediately question your employees. Stay on top of things so you don't run in to problems like this in the future!

Plan for a Successful 2013! Look at your accomplishments from the past 12 months and figure out what can be improved. Check out the budget you have in place and see what adjustments can be made. Are your occupancy percentages where you want them to be? How about your rental rates? See what your competitors are doing, and figure out how you stand in comparison. Create realistic goals and figure out the best way to achieve them. Measure your progress as time passes to make sure you're on track. Have a great 2013!