CTSSA Winter Conference

Education at its Best for Facility Owners, Managers and Staff

CTSSA
CONNECTICUT SELF STORAGE ASSOCIATION

FEBRUARY 16, 2011 ■ HOLIDAY INN 201 WASHINGTON AVENUE, NORTH HAVEN, CT

THE ECONOMIC STATE OF SELF STORAGE IN THE NORTHEAST

9:30 a.m. Registration and Coffee/Tea

10:00 a.m. – 2:00 p.m. Program and Lunch

It's a strange, strange world! In areas such as Boston and New York you see first quality properties trading at record high prices and record low capitalization rates. There is constant talk of "plenty of money" available for transactions combined with what appears to be very attractive interest rates…yet in areas outside the first tier markets…very little is trading. What's going on? The panel of distinguished real estate and finance experts will attempt to enlighten and entertain you while discussing buying, selling and financing and explaining where we appear to be heading and trying to make some sense of the "new world order." If you have a loan coming due, considering refinancing, expanding, selling or buying - this program should be your first stop.

HANDS-ON SOCIAL MEDIA MARKETING WORKSHOP (Develop Your Strategy and Create Your Sites*)

8:00 a.m.	Registration and Continental
8:00 a.m.	Connect Your Laptop* and Set Up
9:00 a.m.	Hands on work shop - Part 1
Noon	Networking Lunch
1:00 p.m.	Hands on work shop - Part 2
2:00 p.m.	Overtime with Gina. Those who need more set up time or have questions are invited to stay for additional guidance and assistance. Those who are set up and ready to go out on their own may adjourn.

Straightforward approach with measurable results!

This workshop is designed to insure successful social media site implementation from setting up the site under the instructor's guidance to developing your social media marketing strategy and maintenance timelines for each site. You should expect to have a functioning social media presence when you're done.

About the Presenter: Gina Nieves, CEO of MarkNet Group, has built her entire professional career around her passion for using technology as a key component of the business development strategy. She has successfully increased clients' sales using search engine marketing, e-mail marketing and social media. Gina is a regular speaker and trainer at business conferences, workshops, web shows and WordCamp NYC. She also provides Internet marketing training to companies and entrepreneurs that need immediate results.

** To participate in the workshop you must bring your own wi-fi enabled laptop, mouse and power cord. Pay special attention to the schedules. You need to have your laptop set up and be ready to start at 9:00 a.m. To insure that you have time to trouble shoot any connection issues, we highly recommend that you register at 8:00 a.m. and give yourself ample time. The workshop starts promptly at 9:00 a.m.*

To register with credit card, go to **www.ctssa.org**. To register with check, use this form.

Name _____ **ADDITIONAL REGISTRATIONS**

Company _____ Name _____

Address _____ E-mail _____

City/State/Zip _____

Phone _____ Name _____

E-mail _____ E-mail _____

SELECT ONE	CT/MA MEMBERS	NON MEMBERS
Sessions Include Lunch. Fees are per person.		
☐ State of the Industry # attending _____ @ $ _____ = $ _____ due	$45	$65
☐ Social Media Workshop # attending _____ @ $ _____ = $ _____ due	$189	$215

Total Enclosed $ _____

Return with your check payable to CTSSA, 17 Rivendell Road, Marlborough, CT 06447-1260.