



## Colorado Self Storage Association Newsletter Fall Winter 2013

Colorado Self Storage Association

PMB #144

6140 S. Gun Club Road

Aurora, CO 80016

303-350-0070 [www.coloradossa.com](http://www.coloradossa.com) [coassa@q.com](mailto:coassa@q.com)

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## FROM THE PRESIDENT:

Our October 22 Fall Meeting was a huge success, with 132 attendees. Thanks to our four great sponsors - dcb Construction, Global Roofing Company, Janus International, and KIWI II Construction for their support. Chris Muhr, Tangent Corporation, and Tom Razo, TRC Companies, were both elected to the Board.

Ben Vestal, Argus Real Estate, offered a very informative look at the overall health of the self storage industry in Colorado, and Anne Ballard, of Universal Storage Group, conducted a three-hour training session for managers and owners and offered some unique, creative ways to increase your customer base and serve your community at the same time. Thanks to both of them and to everyone who participated in the meeting. We're including several photos of our friendly attendees in this newsletter.

With all the disasters we've had in Colorado this year, it's so important that COSSA continue to look for ways in which we can give back to the communities that support us. That's why the COSSA Board authorized a donation to the Salvation Army and the Boulder County Humane Society this year to help with disaster relief after the fires and flooding. We'll be announcing soon, our new relationship with an amazing charity organization for 2014.

Don't forget that "The Big Easy" is still available for purchase: \$300 for first facility, \$100 for each additional facility, with a cap of \$500 for any company. This package contains a standard lease and 15 operational forms that you may customize for your facility. A committee of Board

## **2013 COSSA BOARD**

### **JACKSON WHITE**

President

### **JOHN ARONSON**

Secretary/Treasurer  
Membership Co-Chair

### **CHRIS MUHR**

Vice President

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Director/Past President

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Director

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### **HANK SAIFE**

Director/Past President

### **BEN VESTAL**

Director

### **MINDY LEVY**

Director

### **TOM RAZO**

Director

### **TODD MACKINTOSH**

Legal Advisor

### **JOHN SINGER**

Legislative Liaison

### **ANNA AUNE**

Administrative Asst.

members, managers, and owners worked on this project for almost a year with Todd Mackintosh, our legal advisor, using best practices to bring you a comprehensive package worth far more than the \$300 we're charging. To order, just contact [cozza@q.com](mailto:cozza@q.com).

Mark your calendars for our 2014 meetings:

- Spring meeting/trade show will again be at the state-of-the-art Inverness Center on May 14, 2014. We'll have even more space in their beautiful conference center this time. (See pictures below.)
- We have a new venue for our fall meeting on October 16, 2014. It will be at the Doubletree Hotel, 3203 Quebec, Denver.



Inverness Auditorium I



Manager Roundtable Conference Room

**IT'S EASY TO  
LINK YOUR  
MEMBER  
FACILITY  
DIRECTLY TO**

Enjoy our ever-changing fall season, and thanks to all of you for your continued participation and support of our Association.

## COSSA'S WEB SITE!

Just provide your  
company  
name, logo,  
contact name,  
and anything else  
you would like  
and e-mail to  
[cossa@q.com](mailto:cossa@q.com)

Jackson L. White  
COSSA President

# SEASON'S GREETINGS



## Fall Meeting

### DISASTER RELIEF IN COLORADO

*In response to all the  
disasters this year in  
Colorado, your COSSA  
Board authorized a small  
donation on your behalf to  
help those  
Coloradans who lost so  
much in the forest fires and  
horrendous  
flooding in many areas of the  
state.*

*The contributions went to the  
Salvation Army for disaster  
relief, and to  
the Boulder County Humane  
Society for help with pets  
lost in the flooding.*

*Many of you also made  
generous contributions for  
this cause as well. Thank  
you all for doing your part to  
help.*



Jackson White, Anne Ballard, Ben Vestal



**WELCOME NEW MEMBERS!**

**A Affordable Storage**  
Pagosa Springs

**AA Mini Storage**  
Englewood

**Campus Storage**  
Denver

**Castle Rock Self Storage**  
Castle Rock

**Empire Storage**  
Louisville

**Extra Space Storage**  
Denver

**Extra Space Storage**  
Colorado Springs

**Falcon Storage**  
Falcon



**NEW BENEFITS OF COSSA MEMBERSHIP**

COSSA is all about protecting your business and exploring new ways to enhance your bottom line. We are continuously looking for ways to provide you with more valuable benefits for your membership. Here are some of those efforts by your Board over the past year.

This spring, we introduced a sample Colorado lease and self storage forms package containing 15 different self storage forms. We call this package the "Big Easy" because everything is available and accessible in one big, easy package. A committee of Board members, managers, and owners worked on this project with Todd Mackintosh, our legal advisor, for almost a year, using best practices to bring you a comprehensive product that is worth a great deal more than the \$300 we're charging for the package.

For that reason, when you order, we'll ask you to sign a release form, saying that you won't share these documents with anyone else. If you haven't already ordered your copy and would like to do so, just contact us at [cossa@q.com](mailto:cossa@q.com) and order your package. The forms are on a CD in Word format, so you can easily customize and personalize it with your own facility information.

**Front Range Self Storage**

Monument

**Glacier Park Storage**

Frederick

**Greenbox Storage**

Denver

**Stor-N-Lock**

Littleton

**Stor-N-Lock**

Thornton

**Stor-N-Lock**

Aurora

**Stor-N-Lock**

Ft. Collins

**Stor-N-Lock**

Henderson

**Stor-N-Lock**

Gypsum



We have just completed a new project which will provide another new cost-saving opportunity for you. This new discount-buying program will allow you to purchase thousands of different items from Office Depot, either online or in-store, at discounts of 20-80%, depending on the item.

This includes paper, ink cartridges, toner, office equipment, pens, breakroom supplies, almost anything you need to run your offices on a daily basis. We're making this plan available to all COSSA members, and here's how it works: Just log onto our web site, coloradossa.com, click on the "Members Only" section, and print off the membership card (which Office Depot will laminate for you free of charge). Take it to an Office Depot store for automatic discounts every time you present your card at the check-out counter.

**VENDOR SPOTLIGHT**

Storage Business Owners Alliance



Storage Business Owners Alliance

**Group Buying: One Way To Level The Playing Field**

*By Ian Burnstein*

It is a commonly accepted principle that the bigger a business, the better the pricing it will receive for goods and services. Another oft-cited adage is, "The big and strong are getting bigger and stronger."

As self storage operators, we are part of a highly fragmented industry. No single owner or group of owners controls the industry. With an estimated 50,000 self storage owners and operators nationwide, the industry is diverse and fragmented.

However, it is possible for individual companies, including owners and operators of just one facility, to gain purchasing power, allowing them to be more competitive with larger companies. The way to gain this competitive edge is to work together with other companies.

Storage companies working together on certain aspects of their operations can increase revenues, reduce expenses and improve bottom line profitability. An effective way for competitors to work together is to form buying co-ops or groups.

By joining forces with others in the industry with the purpose of enhancing

joint buying power, even owners with significant portfolios can enjoy the buying power and savings that previously were reserved for only to the very largest companies in our industry.

One example within our industry of a successful buyer's co-op is the Storage Business Owners Alliance LLC ("SBOA"). The SBOA is an example of how buying groups can be effective. In the one year since its launch, the SBOA has grown to more than 3,000 member-facilities and approximately 30 vendor partners. It has provided a forum for members to share ideas on how to reduce expenses, improve services and improve revenues.



While the buying group concept is ideal for owners of one or a small number of few facilities, it can be just as beneficial for larger owners. The smaller owners simply do not have the bargaining power to make a significant impact on price reduction. Even if they possess the most creative ideas or highest level of business savvy, vendors will not be willing to significantly move the needle to save the owner money. Similarly, even an owner of 45 facilities is not going to have the same type of leverage with a vendor as a group of 2,000 stores would. There is always going to be an advantage in pricing by joining a larger buying organization.

Companies consolidate and merge every day to improve pricing and to reduce expenses. The same rationale underlies the formation of co-ops or groups for self-storage facilities, no matter their size. Buying groups allow for economies of scale for both the vendors and the buyers-costs are distributed across the group and are not borne individually. Advantages accrue to all parties as costs are shared on the one hand, and vendors enjoy access to multiple clients through a single outlet. Fortunately for self storage owners, the competitive advantages once enjoyed only by industry giants are starting to become a part of our everyday business practices. As our participation in buying groups grows, members and vendors will both become more profitable.

*Ian Burnstein is the President and co-founder of the Storage Business Owners Alliance LLC (SBOA) ([www.thesboa.com](http://www.thesboa.com)), and Chief Operating Officer of Storage Pros Management LLC and its affiliated companies.*

## CALENDAR OF EVENTS

-  
Nov 13, 11:00 a.m.  
COSSA Board Mtg.,  
Guaranty Bank of Cherry  
Creek

Jan. 8, 11:00 a.m.  
COSSA Board Mtg.,  
Guaranty Bank of Cherry  
Creek

Feb. 12, 11:00 a.m.  
COSSA Board Mtg.,  
Guaranty  
Bank of Cherry Creek

Mar. 12, 2013, 11:00 a.m.  
COSSA Board Mtg.,  
Guaranty Bank of Cherry  
Creek

-  
May 14, 2014  
COSSA Spring Meeting &  
Trade Show, Inverness-  
Englewood

## **VENDOR SPOTLIGHT**

Mutual of Omaha Bank  
Member-FDIC Insured & Equal Housing Lender

Oct 16, 2014

COSSA Fall Meeting,  
Doubletree Hotel-Denver

# Mutual of Omaha Bank



## Quick Links...

[www.coloradossa.com](http://www.coloradossa.com)

[www.selfstorage.org](http://www.selfstorage.org)

[www.insideselfstorage.com](http://www.insideselfstorage.com)



"COSSA  
MEMBERSHIP IS LIKE  
AN INSURANCE  
POLICY TO PROTECT  
THE VIABILITY OF  
OUR BUSINESS."

Mutual of Omaha Bank - If our name sounds familiar, it's likely you've heard of our parent company - Mutual of Omaha. Many people know our name from the long-running TV show Mutual of Omaha's Wild Kingdom. Millions of families across the country know Mutual of Omaha as a highly-rated provider of insurance and financial services since 1909. Mutual of Omaha Bank is driven by the same core values as our parent company. Strength. Stability. Service. It's in our DNA.

The Bank's geographic footprint includes 49 full-service community bank locations and loan production offices in the following states: Arizona, California, Colorado, Florida, Hawaii, Iowa, Missouri, Nebraska, Nevada and Texas.

Mutual of Omaha Bank is a full service bank that is very active in Colorado. Our dedicated team of experienced professionals execute on competitively structured and priced loan facilities. Our focus is helping clients with their commercial real estate construction, mini-perm, and term loans for most property types including: self storage; multi family; industrial; office, retail, and hospitality. We are an active lender in the commercial loan segment for companies ranging from small businesses up to large corporate clients. Revolving lines of credit, equipment loans, and owner occupied real estate loans are a sample of facilities available for commercial clients. Industry leading residential mortgage, wealth management, and treasury management products and services help us fulfill our commitment to be your trusted financial services provider. We are focused on solutions to make your banking easier.

We are a relationship bank. And every good relationship begins with a conversation. That's our philosophy at Mutual of Omaha Bank. We strive to build strong relationships rooted in a good communication. Above all else, we keep our word.

Please contact Kevin Naughton, Senior Vice President for more information. Let's start the conversation.

### Kevin Naughton, Senior Vice President



*3773 Cherry Creek Drive North, Suite 1075*

*Denver, Colorado 80209*

*303.320.3152 Direct*

*720.315.4282 Mobile*

[Kevin.Naughton@MutualofOmahaBank.com](mailto:Kevin.Naughton@MutualofOmahaBank.com)

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Hank Saipe  
COSSA Past President



## FALL Meeting 2013 Pictures



To Join COSSA, just  
log onto  
our web site,  
[coloradossa.com](http://coloradossa.com)  
and download the  
membership  
application.









***Have a Great Holiday Season!***



**COSSA**

**Colorado Self Storage Association**

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