

Message from the President

By Dale Jordan, MSSOA President



Let me begin with the bad news first. Our Executive Director Steve Hurst passed away suddenly in June. We were all shocked at the news. Steve was not only a good friend but a great part of the MSSOA for several years. To talk to him you would have thought he was a storage owner. He knew his job and he did it well. Steve will be missed for a long time to come.

Now for the good news.

The 9th annual MSSOA Annual Meeting and Trade Show was a huge success! Thank you to everyone (attendees and vendors) who attended the show. We had over 110 people from storage facilities all over the state. No matter how long you have been in the business, or if you are just starting, there is always something to learn. This year was no exception. The round tables and small sessions led by vendors who are experts in their individual fields were a perfect compliment to our main speaker, Jim Chiswell of Chiswell and Associates. If you were there, great! If you weren't there, we hope you consider coming next year. You won't be disappointed.

I would like to send a big THANK YOU to Past President Charlie Broomfield for stepping in after

Steve passed away. Charlie is always willing to do anything to help MSSOA. He took the task of putting on our annual show. We had a near record crowd. Had it not been for Charlie, in my opinion, we would not have had a show at all in 2008.

Once again thank you Charlie!

We put an ad in the Jefferson City newspaper advertising for an Executive Director and we got approximately 20 applicants for the job. We looked at all of them, and then we called in the four who we thought were the best. The committee interviewed them all and all candidates were good. But, when the dust settled we had a unanimous decision. We chose Ashley Brown as our next Executive Director/Lobbyist, and she is just what we were looking for. She is familiarizing herself with the ways of the MSSOA. We know it will be a pleasure working with her.

As far as 2007 in concerned, although we failed to get the tax relief passed, we gave it a heck of a try. We had a good chance until the last day of the session when it was pulled. I feel that this was a poor legislative session. Only 5% of the

bills that were introduced got passed. Normally about 18-20% of the bills presented are successful. On the bright side, we learned a lot and met a lot of key people.

Now, we will be planning our strategy for the next legislative session (2009). That is where you can play a valuable part. I beg you to get to know your senators and representatives on a first name basis.

Talk to them; tell them your story concerning tax relief for self storage. I know we all want to lower our taxes. Just to let you know how much this effort would mean to you, look up your last year county tax bill and deduct 40%.

That is the amount we are going for. If your bill was \$10,000.00, deduct 40% and you can see you would save \$4000.00 the first year alone!

I don't know about you but I think that is worth fighting for! All this takes time and money and a good relationship with your elected officials. Please help us in any way possible.

Please help us in spreading the word about MSSOA and the benefits we provide. Your help is needed to get others involved and get them to join the MSSOA. There is strength in numbers!

We will be in contact with you on what to do and when. This will be a tough challenge but we must try again!

I look forward to another year as president of MSSOA. I am sure hoping bad news doesn't play a part in the coming year. I think we have had enough.

You can contact me at any time at any of the following numbers

OFFICE 636-668-8786
HOME 636-668-8786
FAX 636-668-6001
E-MAIL dwss@centurytel.net

Thank you for your time.

Dale Jordan
President, MSSOA

MARK YOUR CALENDARS!!

The MSSOA 10th Anniversary Celebration & Annual Convention is
Aug. 18—21, 2009 @ The Lodge of Four Seasons

MORE DETAILS COMING SOON!!!!

The MSSOA
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Published by MSSOA

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The MSSOA publishes the Monthly Monitor on a monthly basis. Printing and distribution of this publication is paid for through the advertising of our generous sponsors.

If you wish to advertise or sponsor this newsletter, or if you would like to contribute information that you believe is helpful to your fellow MSSOA members, please contact:

MSSOA
ATTN: Ashley Brown
141 Cypress Point Lane
Lake Ozark, MO 65049

Or call
PH: 573.480.0454
FAX: 573.365.6672

Or Email
mssoa2003@yahoo.com

View our newsletter online!
www.mssoa.org

Director's Note

Ashley Brown, MSSOA Executive Director

A NEW DAY FOR MSSOA!

If asked, most people will tell you that Spring is the best time of year for new beginnings. After all, that's when flowers start blooming and people begin planting.

Personally, I think Fall is the best time for beginning something new.

The vibrant colors and the coolness of the mornings can give one a renewed sense of focus. Kind of like a "new day" which is my theme for the coming months as your new director of MSSOA.

COMMUNICATION

For the past eight years, I've worked with various associations; wearing many hats and doing a variety of jobs including legislative lobbying. But, the most challenging and rewarding of all the jobs

I've taken on has to be 'membership development.'

All associations face challenges, but increasing membership should not be an issue for MSSOA. The benefits of joining MSSOA far outweigh the annual cost and that simply needs to be communicated to potential members.

Which brings me to an important point. After talking with so many of you during the annual convention, and exchanging numerous phone calls with the MSSOA Board, it is clear that your main concern is improving the membership communication about what's happening with your association.

As I told Dale Jordan, I really brought the "big guns" - my communications experience and ability—to my interview. I believe that my main advantage, and the reason I was hired, is that I have been in sales and marketing for over 20 years, and have worked as an undergraduate-level Com-

munications instructor for Columbia College. Therefore, I understand that consistent, quality communication is the key to growing everything from a good marriage to a strong association—regardless of the time of year.

There are so many great ideas, and with only a few changes to be made (including moving the office from North Kansas City to Lake Ozark) and actively pursuing an interactive relationship with each member of your association to make it what you truly want—I intend to do my best for you.

ENERGY & ENTHUSIASM

It is also my intention to implement a solid, Board approved plan which begins with personal visits to our members and prospects, and distribute this monthly newsletter.

The Board has already created the MSSOA Ambassadors committee to assist in developing membership. Those of you who have graciously agreed to serve on this committee will be called upon to help prospect in the very near future. However, we need everyone's help, too!

GROWTH & SUCCESS

In order to maintain consistent communication and make sure your newsletter is filled with quality "stuff" - we need your input. So contact me by email or phone!

I look forward to Fall this year especially because it is the beginning of my term as your director for the

New Day for MSSOA!

Ashley Brown

Do YOU know someone who would benefit from becoming a member of MSSOA?

Help bring in the most new members during the months of November 2008 thru January 2009 and you could win a

**Two Nights Stay
@ The Lodge of Four Seasons**

For more information, log on to www.mssoa.org

Linda Creason wins at 2008 Annual Convention!

The 2008 MSSOA Annual Convention attendance prize winner was Linda Creason, owner of The Storage Spot in Odessa MO.

The attendance prize is TWO FREE PASSES (approx. \$600.00 value) to the ISS Expo in Las Vegas. This is a yearly event sponsored by Inside Self Storage Magazine. We thank them very much for donating two passes each year to our Annual Convention.



MSSOA President, Dale Jordan presents ISS passes to Linda Creason during the Annual Convention.

Many of you have contacted our office with concerns about the information available on the current MSSOA website. We appreciate your attention to helping us improve the content of our website.

MSSOA wants you to know that we are working to improve the look and usability of the website. So many people use the website to obtain information, addresses, phone numbers and email, that it is important that the data be absolutely correct.

If you notice that your business information is incorrect, there are several ways you can help us correct the problem! First, you can fill out the update form found on the



back of this newsletter and mail it to us. This is the best way to ensure that everything is correct!

Or email us at mssoa2003@yahoo.com with all of the correct information. You will receive a confirmation email that we have received your information.

And, please realize that it may not happen within 24 hours or as quickly as you might wish, but we ask for your patience and we continue to transition and improve MSSOA. We are working diligently to make things happen!

After all, it's YOUR organization and we appreciate your membership!

MSSOA appreciates Martha Andree

If you've called or emailed the MSSOA office in North Kansas City over the last year, you've probably spoken to Martha Andree.

Martha has worked for MSSOA for the last year keeping the books and keeping things very organized.

At nearly 80 years of age, Martha has seen much. She brought up two sons as a single, working mother, worked as a technical trainer for IBM, teaching everyone from Military Officials to high-ranking international



dignitaries—and successfully taught people to read as a volunteer in an important literacy program.

She is an animal lover and

avid gardener who loves to entertain numerous friends and family in her lovely home. She is a gracious hostess, and a master of Mexican food.

Her Koi pond, which she built with her son, adds a touch of enchantment to her beautiful backyard garden.

Now that the MSSOA office has moved to Lake Ozark, Martha will no longer be working for the organization. But, we thank her for her diligence and wish her well.



Martha Andree posing in her lovely North Kansas City garden which includes a Koi pond she built with her son.

MEET YOUR 2008-2009 MSSOA BOARD MEMBERS

The 2008-2009 MSSOA Board was confirmed during the August Convention at Port Arrowhead Marina in Lake Ozark.

Dale Jordan will serve as 2008-2009 president, and Charles Hunt will serve as Vice President.

MSSOA Secretary is Jenny Jordan and Treasurer is

immediate past president Steve Riegert.

Board members include past president Charlie Broomfield, Rick Dake, Cliff Lane, Ted Meeker, John Miller, Jeff Parrish and Jim Whitesides.

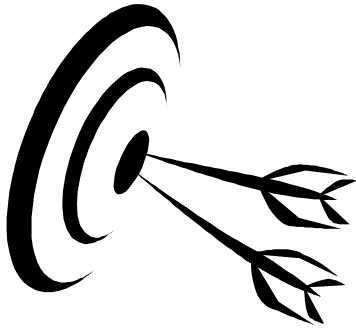
The Board elected Ashley Brown to replace Steve Hurst as Executive Director of the association.



Front Row: President, Dale Jordan, Executive Director Ashley Brown, Board Member Ted Meeker, Past President Charlie Broomfield, Secretary Jenny Jordan and Vice-President Charles Hunt. BACK ROW: Board Members Jim Whitesides, Jeff Parrish, John Miller and Rick Dake. Immediate Past President/Treasurer Steve Riegert and Board Member Cliff Lane. (Not pictured, Robert Firebaugh.)

Need information about your membership?
Contact us: mssoa2003@yahoo.com

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2009 Membership Application

Date of Application for Membership: _____

Position _____ Owner _____ Manager _____ Vendor Member

Facility Manager: _____

Facility Name: _____

Facility Address: _____

Telephone: () _____ FAX () _____

City: _____ State: _____ Zip: _____

Email: _____

Website: _____

If Vendor or Supplier, describe nature of product/service

Annual Membership Dues: \$150 Total Amount Enclosed: _____

Member Signature: _____

Please make your check payable to MSSOA, and mail to:
MSSOA, ATTN: Ashley Brown, 141 Cypress Point Lane, Lake Ozark, MO
65049.

Questions? Call Ashley at 573.480.0454

MSSOA

141 Cypress Point Lane

Lake Ozark, MO 65049