

# AUDIO TAPE ORDER FORM

SELF STORAGE ASSOCIATION  
SPRING CONFERENCE & TRADESHOW  
APRIL 22-24, 2004 • ATLANTA

**INDIVIDUAL TAPES ARE \$12 at the conference and \$15 afterwards.**

Tapes are available at the First Tape Sales Desk,  
located near the SSA Conference Registration Area.

Thursday · 8am to 5:30pm      Friday · 8am to 5pm      Saturday · 8am to 12:30pm

**CIRCLE** THOSE TAPES YOU WISH TO ORDER

## THURSDAY, April 22

### **General Sessions:**

S4-1 The Power of Full Engagement  
*Dr. Jim Loehr*

S4-2 The State of the Industry  
*Panel Presentation*

### **Concurrent Sessions:**

S4-3 Legal Updates  
*Carlos Kaslow & Scott Zucker*

S4-4 Structuring Debt and Equity  
Transactions  
*Panel Presentation*

## FRIDAY, April 23

### **Concurrent Sessions:**

S4-5 Is Your Competitor Getting Your  
Calls  
*Panel Presentation*

S4-6 The Yellow Pages: Outstanding...  
*Panel Presentation*

## FRIDAY, April 23, *continued*

S4-7 Operations Checklist  
*Jim Chiswell*

S4-8 On-Line Security...  
*Cindy Liebes, Esq.*

S4-9 What and Where to Build  
*Richard Hanna & Harold Leslie*

## SATURDAY, April 24

### **Concurrent Sessions:**

S4-10 Creating a Winning Team  
*Anne Ballard*

S4-11 Effective Media and PR  
*Panel Presentation*

### **Closing General Session:**

S4-12 Managing & Retaining the New  
Work Force  
*Robert Wendover*

## BONUS OFFER

SAVE \$\$\$ · Purchase all 12 tapes for \$132.00,  
Includes one tape FREE and a storage album FREE!

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To order, please complete this section and **return entire order form** along with payment. (Please note: There are **2 sides** to this form!)

- Full Set Special (\$132.00; includes one FREE tape and a FREE storage album (\$165.00 after 4/24) \$\_\_\_\_\_
- Individual cassettes: \$12 each (\$15 after April 24) \_\_\_\_\_ tapes X \$12 = \$\_\_\_\_\_
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