

mini-storage

**MSM**

messenger

January 2013

\$7.95



# Navigating **THE** Challenged Economy **FORECAST 2013**

XXXXXXXXXX ALL FOR ADC 800  
CUSTOMER# 397029 JAN 2014  
R00 B0LLS  
2730 6TH ST  
BOULDER CO 80304-3232

S7 P2

**On Site, Online, And On TV**

The Changing World Of Self Storage Auctions

**Redefining The Boundaries**

What Is Success And How Do You Measure It?

**Self-Storage NOW!  
Included!**

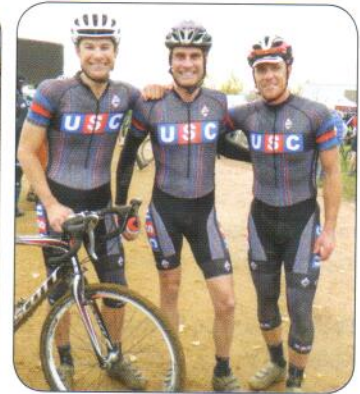
## Universal Storage Containers Sponsors Cycling Team

Universal Storage Containers, LLC, a company that offers portable container storage solutions, recently decided to venture into the realm of team sports sponsorships for the first time by providing financial support for the Colorado-based USC Cycling Team. In appreciation for Universal Storage Container's sponsorship, the USC Cycling Team, which includes 20 enthusiastic amateur bicycle racers, flew the company's flag during the entire cycling season. The company's name and logo

are boldly displayed on the team's jerseys as well for everyone to see.

"The USC Cycling Team has been a valuable grassroots vehicle in spreading the word about Universal Storage Containers and it has served as an upstanding example of solidarity and teamwork," says Universal Storage Containers' vice president of business development Rod Bolls. "Universal Storage Containers is proud to be a part of this new and fruitful relationship."

The USC Cycling Team competes in the road, mountain bike, and cyclocross races. In 2012, the team had a strong fall campaign, completing seven top-five finishes in the extremely competitive Colorado cyclocross circuit. "The team had four consecutive wins in the 35+ Cat. 3 category," Bolls says. "Bolstered by this recent run of success, USC is now second overall in the 35+ Cat. 3 Colorado Cross Cup series standings and fifth in the 35+ Cat. 4 rankings." ■



## Industry News

### MiniCo Receives WebAward

MiniCo Insurance Agency, LLC, was the recipient of a 2012 Standard of Excellence WebAward in the insurance category. The WebAward Competition, which is produced by The Web Marketing Association, is the longest-running annual international website award competition. Striving to set the standard of excellence for website development, the competition names the best websites in 96 industries.

MiniCo's corporate website, [www.minico.com](http://www.minico.com), is the result of months of team effort between executives, managers, and team members from the underwriting, claims, customer care, and marketing departments. The website received scores at or above the average for content, copywriting, design, and ease of use.

### Vendors Host Expo In Hong Kong

Steel Storage, PTI Integrated Systems, SMD

Software Inc., and other self-storage vendors will be hosting the Self-Storage Expo Asia on March 20 and 21, 2013, at The Langham, a five-star hotel in Kowloon, Hong Kong. The event is designed for professionals who are interested in building, owning, or operating a self-storage business in Asia. Attendees will learn about the storage industry in Asia and how to successfully enter the market. The agenda includes roundtable discussions, a social program, and a trade show featuring exhibits by industry vendors from across the globe. Visit [www.self-storage-expo.asia](http://www.self-storage-expo.asia) for more details.

### SIMI Hosts Manager's Conference

Storage Investment Management, Inc. (SIMI), held their annual Manager's Conference and Awards Recognition Dinner on Sept. 20, 2012, at the Trumbull Marriott Merritt Parkway in Trumbull, Conn., a central location for the more than 30 SIMI properties located throughout New England. The conference featured four educational round table presentations that covered an assortment of

key self-storage management topics such as self-storage marketing and best practices. The Awards Recognition Dinner followed the conference, enabling SIMI to recognize its "Top Performing Managers" by presenting a variety of awards. SIMI's "Best of the Best" for 2012 are Jess Benowitz, manager of Planet Self Storage in Clinton, N.J., who was chosen as manager of the year, and Mike Melia, manager of All American Self Storage in Methuen, Mass., who was ranked number one in power rating.

### American Spectrum Lands Management Contracts

American Spectrum Realty, Inc.'s subsidiary, American Spectrum Management Group, Inc. (ASMG), has been awarded the management and leasing of two existing self-storage facilities in Pineville and Ball, La. ASMG was selected by Matt and Karen Drennan of Drennan Equity Pineville, the new owners of the A-SAFE Mini Storage portfolio, to manage the self-storage properties. ■