



**Georgia
Self Storage Association**

www.gassa.org

**Luncheon
Tuesday, August 10, 2010**

12:00 PM to 2:00PM

The Vinings Club, 2859 Paces Ferry Road, Atlanta, GA 30339

RSVP to: Chuck Manley, Executive Director – GASSA

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Keynote Speaker:
Markus Hecker / COO, SMD Software, Inc.
SiteLink Software

“The Changing Face of Operations”

Markus Hecker, COO, SMD Software, Inc., will address how the Self-Storage Industry is not what it used to be, and the times are changing fast. To stay ahead, operators change the way they use technology to capture and retain more customers. Today’s tenants expect more services, including ways to pay, purchase, and search for products online. As tenants increasingly rely on technology and the internet to interact, operators gain an edge through automation including call centers, the Insomniac Kiosk, and more powerful web sites. Management software makes it possible to share data with these and other services, in real-time. The presentation explains the shift towards cloud computing and draws from interesting examples, inside and outside the storage industry, of how users stay ahead to meet today’s challenging environment.

Commercial Speaker:
Markus Hecker / COO, SMD Software, Inc.
SiteLink Software

Created in 1996, SMD Software's SiteLink has emerged as the leader in self-storage software. Our mission is simple: to provide the best software and customer support. Our seasoned staff is highly qualified and experienced in both self-storage operations and programming. Our unique mix of learning from customers and translating customer feedback into great code makes SiteLink stand above other software solutions.

GASSA Board: Board meeting following the luncheon.

Luncheon Information: The lunch price is \$25 for members and \$30 for non-members, who are welcome to visit before joining. Payment is either cash or check at the door.

Directions: On I-285 drive one exit west from I-75 to Paces Ferry Road exit in Vinings. At the end of the exit ramp, turn left (south), go ¼ mile down a hill to a traffic light at Overlook Parkway on the left. Turn left on Overlook Parkway and take the third right to the Vinings Club where you may self-park or use valet parking. After entering the building, walk straight beyond the main elevator bank to two private elevators in the room opposite the building entrance. Descend one floor to The Vinings Club.