

NZSA *30*
Years

Annual Conference & Trade Show

2026

Day 1 Wednesday, April 15 th	Owners' Program	
8:00 am – 6:00 pm	Day 1 Owners' Program Registration, Breakfast, Welcome, Keynote, Panel Discussion, Dedicated Trade Show Blocks, Lunch and Recognition, Afternoon Sessions, and an Evening Cocktail Reception.	
8:00 am – 9:30 am	Breakfast	
8:45 am – 9:00 am	Trade Show Welcome	
9:00 am – 10:00 am	 	Keynote Speaker Jeff Shouse , MAI, CRE, Colliers Topic “A New Normal or a Rebound – The Road Ahead for Self-Storage.”
10:00 am – 11:30 am	Dedicated Trade Show Time	
11:30 am – 12:15 pm	     	Morning Panel Discussion Host Jeremy Rollwitz , Right Move Storage Panelist Gab Goncalves , Monument Panelist Tommy Nguyen , StoragePug Topic “The AI Reset: What it Actually Means for Your Storage Operation.”
12:15 pm – 1:30 pm	Lunch & Lifetime Achievement Award Ceremony	
1:30 pm – 2:00 pm	 	First Afternoon Speaker Scott Zucker , Weissman Zucker Euster & Oblinger P.C. Topic “Rent Controls and Pricing in Self-Storage 2026.”
2:00 pm – 2:30 pm	 	Second Afternoon Speaker Lisa Keller , OpenTech Alliance Topic “Leveling the Playing Field: How Independent Operators Compete with REITs.”
2:30 pm – 3:15 pm	Dedicated Trade Show Time	
3:15 pm – 4:00 pm	 	Afternoon Panel Speaker Lou Barnholdt , Universal Storage Group Topic “White Paper Year-End Summary.”
4:00 pm – 5:00 pm	 	Closing – Day Speaker Tommy Nguyen , StoragePug Topic “The Self-Storage Operator’s Guide to AI for SEO & Marketing.”
5:00 pm – 6:00 pm	Cocktail Hour	

Day 2
Thursday, April 16th

Operations Program

7:00 am – 4:30 pm	Day 2 Operations Program Registration Plus Investor and Operations-Focused Programming, Education, and Networking.
7:00 am – 8:00 am	Women’s Council Breakfast
7:15 am – 8:45 am	Breakfast – Trade Show Floor Open (Not Dedicated)
8:00 am – 9:00 am	  Keynote Speaker Jeff Greenberger, Greenberger & Brewer Topic “New Issues That Need to Be Addressed in Your Lease.”
9:00 am – 10:30 am	Dedicated Trade Show
10:30 am – 12:00 pm	Roundtables
12:00 pm – 1:00 pm	 Boys & Girls Clubs of the Valley Lunch, Manager of the Year Ceremony, and Booth Giveaways Speaker Tim Emory , VP of Resource Development Boys and Girls Club of the Valley (Charity Sponsor)
1:00 pm – 1:45 pm	  Afternoon Speakers Panelist Derek Miner , Lemonade Stand Topic “Future-Proofing Storage Marketing: AI Strategies for a Zero-Click World.”
1:45 pm – 2:30 pm	    Afternoon Speakers Jim Mooney , SBOA Kale Leavitt , Storage Reach Topic “Google Reviews, Not Just a Star Rating!”
2:30 pm – 2:45 pm	Afternoon Break
2:45 pm – 3:45 pm	    Afternoon Panel / Workshop Panelist Gab Goncalves , Monument Panelist Tommy Nguyen , StoragePug Topic “The AI Reset: What It Actually Means for Your Storage Operation – 90 Day Plan.”
3:45 pm – 4:15 pm	  Closing Speaker Shannon Charbonneau , XPS Topic “Curating an Excellent Tenant Experience – Moving Tenants from 'I need storage' to 'I want YOU.'”
4:15 pm – 4:30 pm	 Closing Remarks AZSA Board President, Jeff Gorden Conference Chair, Poppy Behrens

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