

# THE TRACHTE/ISS FREE WEBINAR SERIES



As a part of our educational program, Trachte has partnered with **Inside Self Storage** to provide a complete line-up of free online seminars that focus on **industry-relevant trends** and information to help you start informed and **stay successful**.



## WHAT IS A WEBINAR?

A webinar is a seminar conducted over the Internet, a type of online conference. Unlike a webcast, which transmits information in only one direction, a webinar is designed to be interactive between the presenters and audience. It is “live” in the sense that information is conveyed according to an agenda, with a starting and ending time. In most cases, the presenter speaks over a standard telephone line, pointing out information being presented on the viewers’ computer screen. The audience can respond over their own telephones or type messages to the presenters via an online chat tool.

## TO SIGN UP:

Registering is as easy as a mouseclick. Simply go to **[www.insideselfstorage.com/trachte](http://www.insideselfstorage.com/trachte)**, find the webinar you would like to participate in, and fill out the online form. Details and instructions will be emailed to you before the event. Questions? Feel free to **contact Trachte** at **800-356-5824**.

- Dates and details on back -

**February 21, 2008, 2-3 pm EST**

**TRENDS IN SELF-STORAGE CONSTRUCTION: Getting Past the Architectural Review Board**

One of the biggest hurdles self-storage developers face is getting their projects approved by local planning commissions. Architectural review boards are continually becoming more stringent to ensure new facilities are attractive and blend in with surrounding communities. During this webinar, you'll hear how new developers are navigating the rough waters of the review-board process, including topics such as architectural enhancements, custom designs, and smart site layout. Whether you're a self-storage novice or veteran, you'll learn the latest tips and tricks on how to get the green light.

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**May 22, 2008, 2-3 pm EST**

**TAKING YOUR PROJECT TO NEW HEIGHTS: Multi-Story Building in Self Storage**

They say good things come in small packages...sometimes the best self-storage parcels are small, too! But if your site is so little that a single-story facility isn't economically feasible, you might need to consider building up. This webinar addresses the ins and outs of multi-story construction. You'll learn about site design and layout, costs, related architectural design issues, and other special considerations.

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**July 24, 2008, 2-3 pm EST**

**MAKING CONVERSIONS WORK: From (Fill in the Blank) to a Self-Storage Use**

With land being expensive or scarce in many self-storage markets, developers often turn to the prospect of conversion to find a successful site. But not just any building will do. This webinar will cover essential information you need to know before attempting to convert a structure to a storage use: how to make a building work, proper site layout, construction issues you may encounter along the way (and how to deal with them), and how to make buildings more accessible to customers.

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**September 18, 2008, 2-3 pm EST**

**SELF-STORAGE CONSTRUCTION 101: Building Essentials**

Learn your building basics here! There's far more to constructing a self-storage facility than slapping up a few metal buildings. This webinar will introduce you to the various building designs and styles available for self-storage today. You'll learn about building components as well as other key elements, including foundations, lighting, electrical systems, drainage and more. You'll also get tips on navigating the construction process and assembling your team.