



# The Trachte Connection

Your Source  
For Self-Storage  
Facility Management  
And Development

T R A C H T E B U I L D I N G S Y S T E M S , I N C .

SUMMER 2002

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## President's Perspective

—Jeff Seefeldt,  
President & COO

I'm not sure anyone could have predicted a year like this! In over twenty years in the business, this is the first time I've seen anything like it. Due to the turbulent steel industry and the fact that steel prices are increasing, we are receiving numerous orders for custom buildings. We have booked 60% more this year through



Jeff Seefeldt

May than we had for the same time last year. As you might suspect, this busy schedule has pressed our engineering lead-times against the wall. Our sales representatives are doing their best to communicate the longer lead-times so everyone can effectively coordinate their development schedules. We at Trachte sincerely apologize if this combination of events has slowed your development process. Our hope is that it has not.

What has the steel industry so shaken up? There are at least 34 steel mills filing for bankruptcy and some have gone out of business. It is estimated that at least 21% of the domestic steel making capacity has evaporated, causing shortages and a strong demand on steel. Effective March 20th, 2002, President Bush imposed a 30% tariff on imported steel to offer domestic mills financial relief. The 30% tariff will be in effect for the first year, 24%

the second year, and 18% in the third and final year. Trachte has never seen steel prices as low as they were at the end of 2001 due to fierce competition in the steel industry. Now, the mills are raising their prices and must invest in up-to-date technology to prepare for their future.

Trachte is also committing capital increase efficiencies in our manufacturing process. We have added personnel and are working diligently on implementing plans to increase our efficiencies in engineering. We are doing everything possible to keep our costs in-line and still offer a quality building with quality service levels.

Even with the tumultuous steel environment, the future of the self-storage market continues to appear stable. In past years, the self-storage industry experienced higher steel prices and higher interest rates. Even with these factors affecting the market, the industry maintained stability. History has shown that you can count on self-storage to continue to be a proven sound investment, even in not-so-perfect conditions. We are committed to delivering our products on time even though we may be substituting heavier or more expensive steel than required to meet our delivery dates. We know the importance of the development relationship and we, at Trachte, desire to be a part of your growth and success in the self-storage industry today and in the future. ♦

## Trachte Appoints New President

On April 23, 2002, the Directors of Trachte Building Systems appointed Jeff Seefeldt President and Chief Operating Officer (COO) of Trachte.

Seefeldt, who previously held the position of Executive Vice President of Sales and Marketing, joined Trachte in 1980 as a Sales Representative. During his twenty-plus year career with Trachte, he has managed sales accounts, customer service, sales forces, sales support, pricing, order entry, product improvement and development, and marketing for both Trachte and Trac-Rite Door.

Jeff brings a Bachelor of Business Administration in Marketing from the University of Wisconsin-Madison to his new role. Additionally, he offers a unique understanding of the self-storage industry as he has developed and currently maintains his own self-storage facility in Southern Wisconsin.

"We feel Jeff will be a tremendous asset going forward as he has been in the past 20 years, showing empathy, vision and good judgment," said Steve Pagelow, CEO of Trachte and former President.

Seefeldt added, "I am looking forward to continuing the journey toward the goals and visions that we have set for our company while helping customers succeed in reaching their goals". ♦

## Customer Service Corner

—Adam Goldschmidt,  
Customer Service Supervisor

The Customer Service Department strives to ensure you receive exceptional service each and every time you contact us. In doing so, it is most helpful to have key information ready when calling, especially when ordering materials or if you have questions regarding your buildings. Below, I have listed the information you should have on hand when calling the Customer Service Department at either our toll-free number at 800-356-5824 or our Technical Help Line at 888-271-HELP (4357).

- Your **Customer Number**, will allow us to access your information quickly. This number can be found above the "Bill To" address on any Trachte invoice.
- Your **Company Name**.
- Your **First and Last Name**.
- The **City and State** in which your project is located.

Along with the information listed above, it is also important that you know when your building(s) were purchased and the specific building(s) that require attention. Having this information available will provide a quick and complete experience with Trachte's Customer Service Department. ♦



Adam Goldschmidt

www.trachte.com

## Site In The Spotlight

### Site: Pinnacle Peak Storage of Anaconda

Owner: Lee Earhart

Location: Anaconda, MT

#### Building Specs:

- 3/12 pitch buildings with 1:12" step
- Evergreen standing seam roof
- Three buildings (35' x 66'; 30' x 160'; 30' x 120')
- 10,710 total square feet
- 76 units

#### How long have you been in the self-storage industry?

Lee is a newcomer to self storage. He researched the market for four years before diving into the self-storage industry when he opened his first facility, Pinnacle Peak Storage of Anaconda, on October 18, 2001.

#### What sparked your interest in self storage?

Owning a contracting business, Lee was interested in diversifying his investments. With his construction background, self storage was a natural fit. He began noticing

a number of self-storage facilities going up in Butte, where he resides, and noticed the facilities were filling quickly. He felt there was a need for self storage outside the Butte market, leading him to Anaconda.

#### Was the property suitable to build a self-storage facility?

As with most commercial property, land conditions are not always ready to accept construction. The roadhouse property was no exception. Lee had a lot of work ahead of him to make the land suitable to build three storage buildings, including filling in swampland, clearing trees, and tearing down the roadhouse.

#### Who erected your facility?

In addition to Owner, Lee also held the title of General Contractor for his self-storage project. With his experience in carpentry and know-how in the building industry, Lee erected his own buildings, enabling him to keep erection costs down. "(Trachte) buildings were a dream to work with. I am pleased with the Trac-Rite doors as well. I would unequivocally work with Trachte again."

#### Who is your target market?

"Since we are located in an area known for its recreation, our facility is geared towards recreational storage. We primarily store boats, RVs, and snowmobiles, but we also have a lot of residential storage customers." ♦

#### What is your occupancy rate?

After opening its doors just over seven months ago, Lee's facility is 65% rented. "And we expect great growth. The surrounding area of Anaconda is continuously growing. Our site has tremendous potential to expand. We plan to triple our size (in phases), possibly as early as this fall."

#### How do you manage your facility?

Pinnacle Peak Storage has an on-site manager who is compensated with rent-free accommodations on the property. Lee feels it is important to have someone on-site to assist customers and rent units, as well as to keep an eye on the property. "We also have a 10' x 10' office in the facility that is tremendously important," Earhart says.

#### What would you say to someone considering a self-storage business?

"Research the market before entering. Be patient to find the right site for you. Be cautious and make the right decision. Don't try to save money by going with the cheapest building or by not having a fencing system and adequate lighting. I spent a lot of money on this site, but it will pay off. I'm sure of that." As a carpenter whose natural building choice is wood, Lee

suggests using metal when building a self-storage facility. He says, "metal is the way to go". In fact, the existing self-storage facilities in his area are constructed of wood. He feels that by using metal, he has "classed up" self storage in the Anaconda area. Lee adds that he has been very happy with everyone he has worked with in the self-storage industry.

#### What is your opinion of the self-storage investment concept?

"Self storage is a good investment. People will continue to need storage. It is also a good investment in good times and in bad." As proof, Lee states that times are currently tough in Anaconda. Nonetheless, Pinnacle Peak Storage of Anaconda continues to grow.

Trachte congratulates Lee Earhart on a successful business venture! ♦



T R A C H T E B U I L D I N G S Y S T E M S , I N C .

## Inside Your Site

Regardless of the type of business, all business owners strive to collect payment from their customers in a timely manner. Self-storage facility owners are no exception. Despite the owner's best efforts, the occasional customer will be delinquent on his account. In this event, the self-storage owner's course of action is to file a lien on the contents of the customer's unit. A lien is the legal right to take, hold, or sell the property of another to satisfy an obligation or debt.

To process a lien, it is best to first contact an attorney to review your lease agreement. The attorney will also assist you in following your state's statutes. Many state statutes provide a process the self-storage owner must follow to regain his storage unit, while still protecting the rights of the customer. These processes may include specific wording in the rental agreements, making the lien process clear and complete to potential renters. The statutes may have specific procedures for notifying delinquent customers, such as registered letters, public notices, overlocking their unit, obtaining lien rights, and moving the items out of the storage facility.

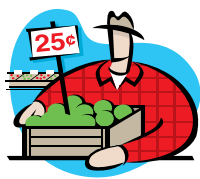
Following state statutes for lien processes does not only safeguard you and your business, it also protects your customer. By taking the extra measures to notify delinquent customers before selling their property gives them an opportunity to claim their personal belongings, such as photo albums, pictures and paperwork. Although these items would hold no value in a lien sale, they are very valuable to your customer. Going the extra mile will maintain a

positive customer relationship while allowing you to collect your money.

Staying on top of delinquent accounts increases the chance of resolution. You may consider calling or sending a courtesy letter prior to applying a late charge. When charging late fees, don't overlook charging for the service fees involved in processing a delinquent account, such as overlock charges, notification charges, inventory charges, public notification charges, etc.

If there is high demand for units, a manager might suggest the delinquent tenant remove his items and sign a promissory note to pay later. This solution avoids the timely process of trying to recoup payment and also vacates the unit so it can be rented again. Some managers institute a month's rental charge as a deposit. By collecting a deposit it is likely the renter will not default on payments.

Delinquent customers who are storing items of value usually pay their account prior to the auction date. Typically, more time is spent on processing liens for a customer's items that hold little or no value.



It is now time to sell the delinquent party's property. What do you do? Many managers will build a network of auctioneers and resellers to aide them in the process. Advertise the auction and hold it at a convenient time for the public. Many managers auction the entire unit as one piece for convenience. Again,

make sure statutes allow for it. What happens if you sell items for more than what is owed? Typically the additional funds go to the renter whose goods are being sold. What if the renter cannot be located? Check the state statutes. The additional proceeds may be required to go to the state.

Most often the entire cost of the delinquent account is not recovered even after auction. The next step is to involve a collection agency. A driver's license number assists the collection agency in finding the delinquent renter. Less time

spent by the agency means less money paid out by you. It's a simple procedure to obtain the renter's driver's license that also helps verify their identity and offers an element of security to other renters knowing anonymity is not accepted.

It's important to read the self-storage state statutes. Talk to your Trachte Regional Manager for a copy of your state's statutes and make certain you talk to an attorney about your rental agreement. By enacting a few simple tactics, a manager can avoid spending a lot of needless time and money.

## News @ Trachte

### Trachte Increases Efficiencies With New Rollformer

To further its manufacturing efficiencies, Trachte recently acquired a customized rollformer, the Samco Studmaker. The Studmaker will produce structural components (purlins, rafters, and columns) for Trachte's self-storage buildings. Its tremendous speed allows the manufacturing of up to 200 feet of steel per minute.

This significant capital investment offers many benefits to Trachte and its customers. The primary benefit is the elimination of Work-In-Process (WIP). The Studmaker will manufacture products from a coil of steel to a finished product ready to ship to the customer. This allows Trachte to produce products closer to the ship date, thus reducing inventory levels. By doing so, Trachte creates manufacturing efficiencies.

Other benefits include:

- Reduces downtime between part changes. This is due to its Quick Change Design.
- Adds flexibility to produce additional products. The Studmaker was purchased to manufacture 38 high-volume parts for Trachte buildings. It has the ability to manufacture more products as market needs arise.
- Opens capacity on other existing production equipment to manufacture other steel products.
- Produces consistent and accurate products, giving Trachte customers quality products they can depend on time after time.

### Trachte Celebrates 100 Years With Open House

2001 marked Trachte's 100 years of business. To commemorate this milestone, Trachte hosted a Centennial Open House on September 14 at its headquarters in Sun Prairie, WI. The community, Wisconsin public figures, Trachte employees and their families, and area media were on hand to share in the centennial celebration.

A tour of the administration offices and manufacturing plant was given to over 300 guests. Also on display were picture boards and several videos. Guests reviewed the Centennial Open House Newsletter while enjoying a variety of hors d'oeuvres. The entertainment included clowns and a DJ for adults and kids alike. In addition, a 7:00pm candlelight vigil was held in recognition of September 11<sup>th</sup>.

### Trachte Awards Free Building

On February 14, at the Inside Self Storage Expo in Las Vegas, Trachte held the much anticipated drawing for a free Trachte building. A Trachte representative, witnessed by several trade show attendees, drew the grand prize winner from approximately 15,000 entries. Bruce Gundrum of Ephrata, Pennsylvania, won a 30' x 150' Trachte Low-Profile Building valued at \$22,000. Trachte congratulates Bruce Gundrum on his winnings!



### Trachte Offers New Trac-Rite Door Color

Cedar Red, a rich red hue with brown undertones, has been added to Trac-Rite Door's family of colors. Introduced in 2001, Cedar Red is available for doors and trim on all Trachte buildings. Now, Trac-Rite doors are available in nine durable, pre-finished colors to complement any Trachte building. The paint finish is multi-coated for long life and comes complete with a 25/30-year paint warranty, which includes chalking, fading and rusting. For a sample chip of this new color, call us at 800-356-5824.

### Trachte Launches New Web Site

Trachte recently launched its redesigned and enhanced web site at [trachte.com](http://trachte.com). The site has been updated to improve the visitor's experience.

The web site now includes the enhanced following features:

- Trachte Movie – a brief tutorial of self storage and Trachte
- Development Flow Chart – develop a site from start to finish
- Buy a Building – order a building online
- Work at Trachte – apply for a job
- Trachte Gear – buy Trachte merchandise online
- Product Profiles - specifications, photos and typical plans of Trachte buildings
- Resource Directory – a resource to find key suppliers within the self-storage industry

In addition, the following areas of the web site are updated and expanded: Frequently Asked Questions, Press Releases, Seminars and Trade Shows, and a Media Kit for customers and advertisers. The site now offers advanced navigation with drop-down menus allowing visitors to quickly and easily navigate the site 24 hours a day, 7 days a week.

Two exciting features of the new site are the Interactive Color Selector and the Investment Calculator. The Color Selector allows visitors to choose a building type and select from Trachte's pre-finished colors to colorize the doors, walls, roof and trim. The Investment Calculator is also interactive and is designed to provide the user information on the investment required to achieve his specific financial goals. Visit the new site at [trachte.com](http://trachte.com) today!

### Trachte Nominated as the Wisconsin Manufacturer of the Year

In December, Trachte was nominated for the 2001 Wisconsin Manufacturer of the Year Award, in the medium-size company category. The award honors manufacturing excellence and recognizes companies for their growth, innovation and excellence. Trachte was also nominated to receive the e-MOTY award, which is presented to a manufacturer that exhibits innovative use of the Internet.

### Trachte Receives Workplace Safety Award

Trachte was recently presented with a certificate of recognition for workplace safety. The award was granted by the Wisconsin Department of Workforce Development for an injury rate better than the statewide incident average for companies in our industry category.

## Product Profile

In large cities, finding available land to develop a self-storage facility on can be extremely difficult, if not impossible. A creative solution to this dilemma...purchase an existing building and convert it in to self storage. Conversions represent a tremendous opportunity to own a facility directly on a main artery within a city.



Jaime Lindau

To determine how to maximize the net rentable space, take a look at ceiling heights and various hallway layouts. If the existing building has a 16' clear ceiling height, installing a two-story partition system is an option. This

process involves installing an 8' high system in the lower level with a 5½" metal deck that will accept concrete, thus making the top floor 7'6" high. Installing a two-story system inside an existing one-story structure will increase the available rentable space and feasibility of the site.

If the existing building has a 10' clear ceiling height, an 8' high partition system is recommended. This system includes wire mesh over the units to protect from theft. Before construction begins, the existing building, including ceilings, should be painted. Lighting should also be located to align with the corridors for easy accessibility.

Trachte is available to assist in determining the feasibility of an existing building development by creating a preliminary layout including a unit mix. Please contact a Trachte Regional Manager at 800-356-5824 if you are interested in developing a self-storage conversion project.



Typically, conversions are made from buildings that were once grocery stores or commercial property. Recently potential sites in established neighborhoods have recently emerged due to the closing of many K-Mart stores. Not only are the locations of these stores ideal, the large parking areas offer space to add new self-storage buildings depending on the zoning requirements within your particular area.

surprisingly, a conversion project can be easier to obtain approval for than a new project because city officials advocate filling vacant buildings. However, a conversion project may require some additional work that is not present with new construction. For instance, the exterior of the building may need a facelift or the structure may need to be surveyed to ensure it meets local building codes. If the existing building already has a working HVAC system you may want to use this to make all the storage units climate controlled.

## Resource Center

### Resource Directory

#### What is it?

The Resource Directory is an online guide that offers self-storage industry product and service information from key suppliers. The objective is to offer an outlet for Trachte customers to find what they need easily from reputable suppliers.

#### How does it work?

Visit Trachte's website at [trachte.com](http://trachte.com). Go to the Resource Center button and choose "Visit Resource Directory". You will have access to information from over 45 suppliers within 11 categories including Advertising/Promotion, Associations, Demographics/Feasibility, Financing, Insurance, Management Tools, Publications, Real Estate, Security, Self-Storage Related Products, and Software.

#### Who may use it?

All Trachte customers and visitors to Trachte's web site.

#### What is the procedure for inclusion?

Industry vendors may apply for inclusion through Trachte's web site. Trachte receives the application, conducts an interview with the vendors, contacts references, and determines if the vendor will offer a valuable service or product to our customers. If the vendor is deemed valuable to our customers, they are added to the web site.

#### Trachte Advantage Program (TAP)



#### Get valuable savings and discounts!

As an extension of the Resource Directory, the Trachte Advantage Program (TAP) was established to offer Trachte self-storage owners something beyond the Resource Directory...**exclusive savings and discounts.**

Some Resource Directory participants not only offer product and service information, but discounts and savings that are offered exclusively to Trachte customers. Customers have the opportunity to save when doing business with these selected suppliers. As a Trachte customer, how do you get these deals? It's simple! When purchasing from TAP participants, present your TAP card identification number that you received when you purchased your building(s). That's all you need to do to receive a TAP participant's special offer! Are you a vendor who is interested in becoming a TAP participant? Please call the Trachte Marketing Department at 800-356-5824.

#### TAP Participant Special Offers

##### Advantage Business Consulting

- On-Site Sales and Marketing Training
- 10% discount on seminars and training materials
- 30 minute free consultations

##### AJAY Equipment Inc.

- Vertical Reciprocating Conveyors (Freight Lift)
- Extended warranties on purchases

### C&A Solutions

- Electronic Cash Flow Acceleration
- Discounts on automatic bank drafts and credit card services

### Digitech International

- Security System Solutions
- Save \$500 or get free shipping on a system

### GIANT Advertising

- Specialty Inflatable Products
- 25% discount off retail prices

### MiniCo

- Products, Publications, Insurance
- Various discounts off first orders and subscriptions

### ProAdSpec

- Promotional Products
- Special prices on various promotional items

### Quik#

- Banners and Unit Numbering Systems
- Special \$29.95 for "Storage Units Now Available" banner

### Sentinel Systems

- Management Software Security Equipment
- Call to get information on the special discount

### SkilCheck Service

- Self-Storage Consulting Services
- One year free subscription to "SkilCheck News"

### Telmark LLC

- Lease Financing
- Tax deductibility and accelerated deductions

### Trac-Rite Door

- Supplier of roll-up doors and accessories
- 5% discount on accessory orders over \$50.00

## Meet The Trachte Team

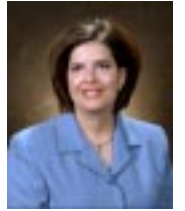
This issue's featured department is the **Engineering Department**. Engineering's goal is to design products that exceed customers' expectations and meet the highest design standards. This department provides an array of services for our customers including site planning, a preliminary building layout that maximizes site coverage and custom designed buildings. With licensed Engineers, our engineering department offers sealed plans and calculations in all 50 states and Canada. The engineering department strives to continuously improve existing products and design new products that meet the changing needs of our customers. With this in mind, we invite you to contact the engineering department with comments and suggestions regarding our products and services. You may email them at [tbs@trachte.com](mailto:tbs@trachte.com).



## Employee Profile

We would like to introduce you to some of our new employees:

**Kelly Churchill** joined Trachte as a Marketing Coordinator. In this position, Kelly assists with Trachte's marketing efforts including advertising, promotion, public relations, web site development, vendor alliances, and product support. Kelly brings 10 years of marketing experience from the communications industry.



Kelly Churchill

**Steve Hayden**, Structural Engineer, is Trachte's newest employee. As Structural Engineer, Steve performs structural calculations for Trachte buildings, creates structural databases, and designs light-gauge steel buildings. Steve brings a Civil Engineering Degree with an emphasis in Structures.



Steve Hayden

**Don Hopkins** is an Inside Sales Representative at Trachte. Don is responsible for assisting Trachte Regional Managers in all aspects of direct selling of self-storage systems. Other responsibilities include offering superior customer support while the Regional Managers are traveling.



Don Hopkins

#### Not Pictured:

**Mike Noroña** has joined Trachte as an Engineering Technician. In this position, Mike is responsible for details and part drawings, and CADD programming. Mike comes to Trachte with education in drafting technology, machine tool technology, mechanical design, and CADD.

**Matt Skowronek** joined Trachte as an Engineering Technician. Matt is responsible for generating site plans, permit plans, listings of Trachte buildings and partition systems.

#### We are pleased to announce the following promotions throughout our company:

**Jeff Bouchard** has accepted the position of Technical Support Specialist. In this role, Jeff is responsible for providing technical support to customers to assure proper product assembly, troubleshooting customer issues, and offering on-site technical assistance. Previously, Jeff held the position of Maintenance Technician when he joined Trachte in December 2000.



Jeff Bouchard

**Laurie Dary** has accepted the promotion to Pricing Supervisor. Laurie's responsibilities include carrying out proposal and contract generation procedures, coordinating the implementation of product improvements, generating reports, and supervising the Pricing Department. Laurie has been employed at Trachte since 1995 and previously held the position of Pricing Coordinator.



Laurie Dary

**Don Ketelboeter** has accepted the position of Production Manager. As Production Manager, Don directs the activities of the manufacturing floor and Trachte's Traffic and Receiving Department. Don is responsible for analyzing production volume, product quality and cost, meeting production schedules, and participating in labor contract negotiations. Prior to his new role, Don held the positions of Production Supervisor, Shipping Manager, Quality Control Analyst, and 2<sup>nd</sup> Shift Lead during his 8-year career with Trachte.



Don Ketelboeter

**Mike Larson** has accepted the position of Assistant Sales Manager. Mike is responsible for supervising Regional Managers, handling customer account strategy, and carrying out Trachte's sales policies and procedures. In addition to his new responsibilities, Mike maintains his sales territory of New York and New Jersey. Mike brings eight years of sales experience from his career with Trachte as the Director of Customer Service, Inside Sales Representative, and most recently, Trachte Regional Manager.



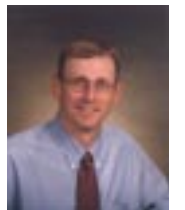
Mike Larson

**Mike McCabe** is now Trachte's Supply Chain Manager. In this newly created position, Mike is responsible for maintaining proper inventory levels, working with vendors to maximize flow of materials from raw materials to finished goods to our customers' site, and supervision of Trachte's Purchasing Department. Previously, Mike held the position of Trachte's Inventory Analyst for four years.



Mike McCabe

**Steve Plenty** has been promoted to Assistant Controller. Steve assists in optimizing Trachte's resources to help increase the company's efficiency and effectiveness. To support this function, Steve is responsible for financial analysis, work center analysis, budget preparation, maintenance of internal company audits, and serves as the Corporate Secretary. Steve started with Trachte in February, 2000, as a Senior Cost Analyst.



Steve Plenty

**Lynn Vale** has been promoted to Senior Buyer. As Senior Buyer, Lynn will continue her procurement of production components with her major accounts for building components, aluminum extrusions, service doors and accessories. Lynn will also oversee all maintenance, repair and operating supply purchases. In addition, Lynn is responsible for updating and maintaining supplier performance reports. Lynn joined Trachte in March, 1999, as a Buyer.



Lynn Vale

**John Whalen** has accepted the promotion to Director of Engineering-Technical Services. John is responsible for overseeing the following Trachte departments: Technical CAD, Pricing, and Customer Service and Technical Support. Previously, John held the positions of Manager of Engineering Development and Product Development Engineer during his 7-year career with Trachte.



John Whalen

#### Not Pictured:

**Janet Reinen** has accepted the position of Sales Secretary. In this position, Janet sends proposals and contracts to customers, fulfills customer literature needs, data entry, and operates the switchboard. Janet joined Trachte in October, 2000, as a part-time temporary employee.

## Trachte Calendar

## E-Newsletter

## Trachte Gear

#### See it. Snap it. Send it in to win!

Trachte Customers: WE NEED YOUR HELP! We are gearing up for the 2003 Trachte Building Systems' calendar and we need your photos! Snap photos of your Trachte self-storage facilities and send them to Trachte's Marketing Department at 314 Wilburn Road, Sun Prairie, WI 53590. If your photo is selected to be a part of our calendar, you will receive a FREE Trachte t-shirt!



#### Go Electronic!

The Trachte Connection is now available via email! Why wait so long for the "snail" mail, when you can receive the Trachte e-newsletter instantly twice a year! Go to:

[trachte.com/newslettersign-up](http://trachte.com/newslettersign-up) and enter your email address to receive the Trachte e-newsletter today!

#### Gear It Up!

Hats, mugs, golf balls, shirts...wear the Trachte name with pride! Gear it up with Trachte Gear! Here are just a few items in Trachte Gear. Interested? Call Trachte or visit our web site at [trachte.com/gear](http://trachte.com/gear) and place your order today!



# The Traffic Report

- Terry Stephens,  
Traffic Manager

## On-Site Delivery

We are often asked, "What will I need at the time of delivery?" The best advice I can give you is to have a fork truck on site. One with a lifting capacity of 5,000 pounds is ideal. I also recommend two fork trucks if you are receiving roof sheets longer than 20 feet. By having two trucks, you will lessen the chance of any damage to your building materials.

In general, delivery time is scheduled for 8:00am. Frequently, the truck drivers will arrive earlier and wait on-site. However, factors such as weather and traffic can change even the best-laid plans. If your shipment does not arrive on time, please call us at 800-356-5824. We will contact the carrier to determine what is causing the delay and pass that information on to you. Once on the job site, we expect the driver to be courteous and professional. If you have any problems, please let us know and we will inform the carrier.



To ensure your delivery goes off without a hitch, please provide us with directions to your site as well as a phone number where you can be reached. We will give this information to the driver. Usually, after the truck is loaded with your materials, the driver will call you to verify the delivery information. This may feel like overkill, especially since the Traffic Department has already scheduled a delivery time and date, but it helps eliminate error and puts the driver at ease.

Shipping dates are another key interest to customers. When locating your ship date, please reference your contract. Your "shipping date" is the day your material is ready to leave our plant; it is **not** the delivery date. We will call you ahead of time and schedule an exact time and day for delivery.



Terry Stephens

If you must modify or move your order, let us know immediately. There are no penalties if you notify us three weeks prior to your shipping date; this is indicated in your contact. We will make every effort to accommodate your preferred shipping date. Your Regional Manager can assist you through this procedure should you have any questions.

If you have any questions about your delivery, feel free to contact us. We can be reached at 800-356-5824, Kris Barnes (ext. 3139), Shelly Mertig (ext. 3140), and Terry Stephens (ext. 3164) or via email at [shipping@trachte.com](mailto:shipping@trachte.com). We appreciate your feedback and are always open to suggestions. As always, we strive for a seamless transition from our plant to your job site. Thank you for your patronage and we look forward to working with you in the future.

## Eureka!



Have some ideas to share with Trachte? New products? New services? New improvements? Share them with us! We want to hear from you!

Call us at **800-356-5824**, fax **800-981-9014**, or email us at



## Trachte Connection

### Trachte Building Systems

314 Wilburn Road  
Sun Prairie, WI 53590-1469  
Phone: 800-356-5824  
Fax: 800-981-9014



Help Line: 888-271-HELP (4357)

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Email: [tbs@trachte.com](mailto:tbs@trachte.com)

Newsletter comments, email the editor at [newsletter@trachte.com](mailto:newsletter@trachte.com)

### Office Hours:

Monday-Friday: 7:30am – 4:15pm  
Central Standard Time

### Our office will be closed on the following holidays:

Labor Day	Monday, September 2
Thanksgiving	Thursday, November 28
	Friday, November 29
Christmas Eve	Tuesday, December 24
Christmas Day	Wednesday, December 25
New Year's Eve	Tuesday, December 31

# Upcoming Events

Date	Event	Location
September 3-6	Self Storage Association Fall Conference and Trade Show	Las Vegas, NV
September 10	Trachte Seminar	Baltimore, MD
September 12	Trachte Seminar	Columbus, OH
September 25-27	Inside Self Storage Expo	Orlando, FL
October 2-4	New York Self Storage Association Annual Convention	Albany, NY
October 8	Massachusetts Self Storage Association Trade Show	Sturbridge, MA
October 24-25	Missouri Self Storage Association Fall Conference and Meeting	Lake of the Ozarks, MO
October 27-30	Texas Mini Storage Association Annual Convention	San Antonio, TX

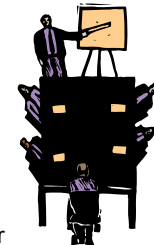
## Trachte Educates

Trachte presents its popular informational seminar, "The Building Blocks of Self Storage Development", throughout 2002! Continually updated with new information, this free one-day seminar covers a spectrum of self-storage topics ranging from site selection and financing to operations. Seminar hours are 9:00am to 3:30pm with a complimentary lunch provided. For more information or to reserve a space at this FREE seminar, call Trachte at 800-356-5824, or register online at [trachte.com/seminars](http://trachte.com/seminars). Below are some comments from seminar attendees.

Just a great informational guidance to get us started. This boosted our confidence to go forward with our Trachte project. Our Trachte sales rep. was honest and helpful. Thanks Trachte!!" **Lucille Durnwald, Ohio**

The information provided by this seminar would be valuable to established self-storage owners as well as prospective investors. Excellent Presentation." **Michael Powers, Georgia**

This was a wonderful seminar led by knowledgeable and professional people. Thank you for the chance to learn more about the mini-storage market." **Eric Linder, Indiana**



"I recommend this seminar to anyone who is even remotely interested in self storage." **Alan Kaiser, Nebraska**

"Very informative, well worth our 460 mile Trip to attend." **Rick Kokorudz, Illinois**

"Very good presentation, much more than I ever expected." William Paul, Massachusetts  
Great session, I can't believe there was no fee!" **Gerry Makey, Colorado**

## Feedback Forum

"Being in the building business, we see a lot of different kinds of buildings. I was pleasantly surprised at the quality and finish of the material and how well they went together. Well engineered and very nice end product." **Tom Simmons, Simmons & Kleinline Inc., Lancaster, OH**

"On our first building we wasted a lot of time and money with a company now out of business. We wasted time and money with architect drawings, engineers, etc.

Trachte has the whole package all wrapped up neatly and eliminated a lot of wasted time, money and stress. Thanks again for all your help." **Kathy Coffey, All-Star Climate Controlled Storage, Marble Falls, TX**

"You truly provide the complete package. We've built post structure storage prior to this and the Trachte package was smoother and more efficient. Thanks to everyone on your team!" **Matt Langfeldt, Mr. Storage, Plymouth, IN**

"Trachte is a great company that stands behind their product with a fair price. Their product and service is second to none. I have purchased 5 different Trachte buildings and my next one will also be from Trachte." **Scott Borgeson, A-Mini Storage, Floral City, FL**

"I've used TBS on three projects and I'm completely satisfied. Delivery was on time and the service was great." **Thomas Stanley, AAA Self Storage, Lorain, OH**