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New Line of Roll-up Doors Introduced

In its 103-year history, Trachte Building Systems has been committed to offering exceptional products. Whether it was a candy dipper in 1901 or self-storage systems in 2004, we have continually strived to design, manufacture, and market products that not only meet our customers' needs but exceeds their expectations.

Our newest development is a line of roll-up doors. In January 2004, we launched the Trac-Rite® 944, 944WL, 955, and 955WL doors to the self-storage industry. These new doors have replaced Trac-Rite's 940 and 950 roll-up doors, which were a mainstay in the industry since 1981. Our new line of doors offers all the same outstanding attributes as our previous products including quality, reliability, and performance.

The most noticeable improvement of our new door line is the rigid-rib design. This square profile offers greater strength along with smoother, quieter operation. Another important feature is durability. Constructed from a solid 26-gauge, Grade 80 sheet of steel, the doors offer unmatched

durability, attractiveness, and minimal maintenance.

Our Model 944 is best suited for self-storage applications. With door sizes ranging from 3'W and 3'H to 10'8"W and 10'4"H and manufactured in 1" increments, the 944 is sure to fit



in any storage unit opening. This door, as well as the rest of the line, is available in 10 standard prefinished colors, so you are sure to find a color to complement your color scheme.

The 955 door is larger than the 944 with sizes ranging from 5'W and 3'H to 12'W and 14'2"H in 1" increments. This door is ideal for buildings with larger bay openings, such as commercial and

Boat/RV buildings.

Our "WL" models, 944WL and 955WL, feature our new windlock system which provides maximum strength to withstand higher wind loads. As the wind blows against the door, the curtain's windlocks engage with the door guide for a strong interlocking grip. This grip keeps the curtain securely in the guide. The 944WL and 955WL doors are ideal for high wind load locales where building codes require a specific PSF rating.

Each of our new doors is supported by a 25-year paint warranty and a 3-year material and workmanship warranty for years of worry-free service. The doors are also easy to install and feature rust-resistant components, a full line of accessories, and a stainless steel lock with magnetic properties.

We are excited about the introduction of the new line of doors, as we feel it not only meets our customers' needs but exceeds their expectations. For more information on the 944, 944WL, 955, and 955WL doors, call us at **800-356-5824**.

Inside Your Site

The number one oversight of new self-storage developers is not having immediate yellow page presence. Knowing the advertising deadline for the yellow pages is vital. It's better to pay for eight months of advertising prior to opening than to wait four months without your phone ringing. At a minimum, list your phone number prior to officially opening.

Two frequently asked questions regarding yellow page advertising are, "how big should my ad be and what should my message relay?" The key to yellow page advertising is placement, which is determined by ad size. The larger the ad the closer it is placed to the heading. Most people will look at only the first two to four ads before making a call. It's important to know who your competition is and where they are placed in the phone book before determining your ad size. Remember, self-storage facilities are chosen based upon location. You only need to compete with the facilities in your immediate area.

Since people refer to yellow pages when they are ready to take action, your ad must not only be visible but

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Site in the Spotlight

- Jennifer Mason, Marketing Manager

SITE STATS

Site: I-680 Maple Street Mini Storage

Owner: Jack Irwin

Location: Omaha, Nebraska

Building Specs:

- One Low-Profile climate-controlled building with office
- Two Boat/RV buildings
- One Two-Story building, first floor features climate control
- Color Scheme: Classic Beige and Evergreen
- Standing seam roof
- 83,370 total square feet
- 408 rentable units

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

This is my first venture in self storage. We opened for business on October 1, 2003.

What profession did you hold before entering self storage?

I was the Nebraska distributor for Overhead Door Corporation and Pella Windows of Pella, Iowa.

What sparked your interest in self storage?

Originally the land was plotted for an apartment complex but we soon found out that the market was too saturated for another apartment building. A real estate company approached us asking if we would sell the property...they were interested in developing a self-storage facility. Naturally, that sparked our interest in



the world of self storage.

Describe your self storage experience.

Once we were interested in self storage, we attended the ISS Expo in Las Vegas. We learned a lot about the industry at the show. When we returned, we conducted a feasibility study which revealed our immediate competitors were 80-90% full. We then rezoned the land for self storage and attended hearings that discussed fencing of the property. Our city required cedar fencing for self-storage facilities but after looking at existing facilities, we were unimpressed with how cedar wore after time. We approached the city with a wrought-iron fence that was sure to keep its appearance for years. The city approved the wrought-iron fence and we were able to move ahead with our plans.

How did you choose Trachte as your building supplier?

Beyond getting quotes and price

shopping for my project, I attended Trachte's free seminar twice and toured their manufacturing plant.

Who is your target market?

Our primary target market is the homeowner, followed by the

business sector. In fact, we sent a mass mailing to the local shopping center promoting the need for additional storage during peak retail seasons.

How do you market your facility?

We built a 36' high tower that faces Interstate 680 in three directions. The tower features a 10' x 10' unit, glass windows, and our facility sign which is illuminated at night. Because it can be seen from a ways away, it attracts a lot of customers to our site. In fact, this is our number one lead generator, just ask the motorcyclist who saw our sign from the interstate and immediately rented a unit! We also launched a website, **www.680storage.com**, in January 2004, to reach potential renters within, as well as outside, our community.

How do you manage your facility?

We utilize SMD Software's SiteLink program to manage our customer

base. Our office is open from 9 am to 5 pm to service customers. We are considering the hire of a student from the local college in spring, which would allow us to extend our office hours to 7 pm.

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

Self storage is a good challenge if you like working with people; the key is to be flexible. Make sure your land is well exposed so it will drive business to your facility. Get acquainted with your city's requirements so you can anticipate hurdles before they happen.

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

I should have gotten into self storage 10 years ago.



President's Perspective

- Jeff Seefeldt,
President and COO

The year 2003 was excellent for both Trachte and the self-storage industry. Despite turmoil in the steel mill industry, self storage remained strong; primarily due to low interest rates and new entrants in the self-storage industry. Although steel prices were higher in 2003 than 2002, they remained extremely competitive compared to other building materials.

On the home front, we made measures to improve the service level to our customers. We improved engineering services including more detailed drawings and shorter lead times for plans, enhanced customer job coordination, educated ourselves on the International Building Code (IBC), and built a stronger erector program. All of these improvements equate to greater efficiency and improved service levels for our customers; allowing us to post another record year.

In Spring 2004, steel prices have risen and will be expected to rise again due to rising energy costs, scrap costs, raw material costs for making steel, and exploitation of steel by Asian countries. Even with these added market pressures, we feel the self-storage industry will continue

with strong and steady growth.

More than ever, we appreciate the opportunity to serve our customers, both old and new, and look forward to growing with our customers in years to come. We always welcome customer suggestions, as we believe they are the driving force of our business.

Our key initiatives for 2004:

- expand our manufacturing plant to allow for growth
- introduce a new and improved roll-up door
- expand our product offering
- continue to train employees
- improve service levels by initiating efficiencies through technology

In 2004, Trachte will be increasing its position as the self-storage supplier of choice. We will continue to offer top-notch services and value-added products in a timely manner. Throughout the year we will be working toward growth and improvement for our customers, vendors, and employees. ♦



Jeff Seefeldt

Product Profile

- Jamie Lindau,
Sales Manager

Trachte is introducing the new Bright White Corridor System in Spring 2004!

In today's world, we want everything better, faster, and cheaper. From cell phones to pizzas, people are searching for the best deal available without sacrificing quality. Trachte has realized these desires and in turn, has developed a new interior corridor system that is of superior quality and is faster to erect...all at a better price.

Features of our new corridor system:

• **Brighter Hallways.** The new interior corridor system is Bright White; Trachte's new paint color. This new color will make your hallways brighter and thus reflect more light than our current corridor color, Iced White.

• **Lower Ceilings.** The new system features louvers at the bottom of the header allowing for lower ceiling installation, which gives more room for ductwork.

• **Same Size Door Frames.** The dimension of our roll-up doorframe is the same width as our swing doorframe and flush wall panel, allowing for easier installation.

• **Versatility.** The system can be installed two ways, directly to the structure or 8" below the roof for

greater airflow. This self-standing system uses a U-top track where the jamb and panels fit snugly inside the track, thus making it extremely sturdy.

• **Pilot Holes.** Door jambs will include pilot holes for attaching the jamb to the base plate. The pilot holes will make attachment easier for your erector as well as ensure consistency in construction.

Throughout 2004, Trachte will implement the new corridor system in all building designs. This implementation will offer advantages in all designs. For example, Trachte's Low Profile system will be erected faster because the hallway is attached directly to the purlin instead of a separate top angle.

To include the new Bright White Corridor System in your next self-storage project, call your Trachte Regional Manager at **800-356-5824**. ♦



Jamie Lindau

News at Trachte

ATTENTION: Customers with buildings prior to 1990

Want to spruce up your self-storage facility? We are excited to announce the development of a slipcover system especially designed to restore faded and damaged headers and jambs on Trachte buildings 14 years and older.

The new slipcovers simply slide over the existing header and jamb and are Tek screwed to the exterior of the building. This means easy installation

and no need to gain access into your customers' units. The slipcovers are constructed of 18-gauge prefinished galvanized steel for unsurpassed durability.

Tired of your current color scheme? Not only do our slipcovers update the appearance of your facility, they can also transform the way your facility looks. Since the slipcovers are available in our standard four wall colors, Slate Gray, Iced White, Cream Beige, and Classic Beige, you can change the color palette of your facility with just a few screws.

And since the slipcovers are supported with our 25-year paint warranty, you can rest assured they will perform for years to come.

Currently, the slipcovers are available for buildings built prior to 1990 as they were designed with exterior bolts. Slipcovers for newer buildings are available to replace an occasional dented or damaged jamb.

To find out how to transform your facility with our new slipcovers or if you would like to request an installation guide for step-by-step instructions, contact your Trachte Regional Manager at **800-356-5824**.

Trachte Site Gallery

Every self-storage facility is

different. Although some share the same elements, each site is unique. Trachte recently developed the Trachte Site Gallery, a compilation of customers' premiere self-storage facilities. This portfolio of successful Trachte sites was designed to help customers and potential customers visualize what they want for their self-storage business.

Categorized by each building design, the Trachte Site Gallery features the Low-Profile, Variable Roof Pitch, Block Perimeter, Multi Story, and Micro Storage Unit. The gallery will be distributed at trade shows, seminars, and site visits as well as displayed on our website at **www.trachte.com**.

If you would like to request a copy of the Trachte Site Gallery or to submit a photo of your self-storage facility for possible inclusion, call your Trachte Regional Manager at **800-356-5824**. ♦



Customer Service Corner

- Jeff Bouchard,
Customer Service Supervisor

I am pleased to announce that I have accepted the position of Customer Service Supervisor. Adam Goldschmidt, the former Customer Service Supervisor, has accepted a position in our Engineering department. I bring four years of technical support and customer service experience to my new role. As Customer Service Supervisor, I will continue to deliver top-notch technical support and customer service.

This January, we introduced the Trac-Rite® 944 Roll-Up door. The 944 door features a rigid-rib design, which gives the door added strength in wind load applications.

The 944 door offers a new design in curtain profile as well as in parts and accessories, including brackets, guides, hardware packages, and locks. To service owners of existing 940 doors, we will keep a limited inventory of 940 door parts and accessories on hand. If you need to purchase parts for your 940 door, please contact Customer Service to discuss parts compatibility.

Lastly, the 944 door is installed differently than the 940 door. New installation instructions will be sent with the erection drawings and will be available upon request. Please contact Customer Service at **888-271-HELP (4357)** or **custserv@trachte.com** with any questions. ♦



Jeff Bouchard



Inside Your Site

(continued from page 1)

also communicate enough information to generate a call or a visit. Supply your yellow page salesperson with a list of all the services your facility offers, which they will incorporate in the creation of your ad. Be sure to request a "proof" before approving the ad. A "proof" is a copy of your ad as it will appear in the phone book. It is critical to thoroughly review the ad copy to assure accuracy in all details.

As for color, in most cases it is better to spend your money on size rather than color. **Beware:** Yellow page salespeople will often give you free color the first year and charge for it in subsequent years. Often times, if you remove the color, your ad will be moved further back in the book.

If you are in a largely populated

area with a sizable phone book, it may be wise to hire an advertising agency to create your ad. While the upfront expense may be more, using the ad for many years can offset the cost. Another way to generate calls is to list your ad, or name and phone number, under headings other than Storage. Depending on the services you offer, you may want to consider the following headings: Boxes, Truck Rentals, Boat Storage, etc.

No "Nos" in Yellow Page Advertising

Often times, insurance companies will want a copy of your yellow page ad before insuring you. To ensure insurance, the following should be considered when developing your yellow page ad:

"We are the most secure self storage in the county." If a customer is robbed at

your site, you did not deliver your advertised promise and are now at risk of a lawsuit. There are a few measures that will protect you from a lawsuit, state only: controlled access gate, surveillance cameras, and fencing. "Our self storage is rodent proof." No self storage is rodent proof so do not expose yourself to a liability. "Our site has phone access and electricity so you can run your business from your unit." Your insurance company does not want people working out of a self-storage unit because it has greater risk for accidents, damage, etc.

Other Yellow Page Advertising Tips -

Choosing the Right Phone Book. The phone book provided by your phone company is usually the book of choice. It is made available throughout the year to all new and existing

residences and businesses. Any other book is usually delivered only once a year and you may miss a lot of new residences and businesses. It is imperative you track which book your calls are originating from, as it is the only way you will know how well your marketing dollars are working.

Location, Location, Location. Make sure it is unmistakably clear where your site is located. Use a map with landmarks (i.e. library, big box retail, fire station).

Yellow Page advertising is a necessity for a successful self-storage business. The key is to have a presence in the book when you open the doors, an attractive ad that communicates your services and location, and careful wording to avoid potential liabilities. ♦

Resource Center

Resource Directory

Visit Trachte's online directory of key suppliers that serve the self-storage industry. Go to www.trachte.com, roll over the "Resource Center" button, and choose "Trachte Resource Directory." Gain access to business contacts within 11 categories including advertising/promotion, associations, demographics/feasibility, financing, insurance, management tools, publications, real estate, security, self-storage related products, and software.

A TelePro



Mystery Shopping Services to the Self-Storage Industry

Trachte Advantage Program

What is the Trachte Advantage Program? (TAP)

TAP is an extension of the online Resource Directory but with perks! TAP is comprised of a group of Resource Directory suppliers who offer

savings and discounts to Trachte customers.

What businesses are in TAP?

Trachte customers receive a TAP folder that contains a TAP identification card and information on participating vendors at the time of purchase. A complete list of vendors and their special offers is also available on our website. Visit www.trachte.com, roll over the "Resource Center" button, and choose "Trachte Advantage Program." You may also contact the Marketing department at **800-356-5824** for a list of participants.

How does it work?

When purchasing from TAP suppliers, simply provide your TAP card identification number or customer number you received when purchasing your building(s).

Who may use it?

Trachte customers exclusively may take advantage of special discounts and offers.



TAP Featured Company

This issue's featured TAP participant is **Advantage Business Consulting, Ltd.** This company specializes in sales, marketing, and operational training tailored specifically for the self-storage industry. Services include educational seminars, manager workshops, on-site training, specialized consulting, project feasibility, and sales/marketing training resources. Advantage Business Consulting offers a 10% discount on training materials and a 20-minute free consultation for Trachte customers.

Recently, Advantage Business Consulting launched a subsidiary, A TelePro, a mystery shopping service dedicated to educating, evaluating, and improving the phone sales performance of self-storage professionals. Trachte customers are eligible for one free shop of their managers.

For more information about Advantage Business Consulting or A TelePro, call **866-535-2491** or visit www.advantagebusinessconsulting.com.

Engineering Evolution

John Whalen,
Director of Engineering
Technical Services

Benefits of Recessed Door Entries

Buildings with interior corridors typically have entry doors located on the sides or ends of the building. In inclement weather, this leaves your customer outside in the rain balancing a heavy box while trying to open a door. Or worst case, the customer props the door open allowing rain or snow to come into your building as they carry in their goods. Strong winds have been known to significantly damage both the door and the building when care is not

taken when opening.

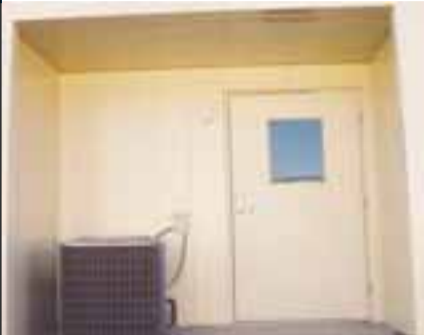
To eliminate potential damage to your building, Trachte offers (and suggests) recessed entries. In a recessed entry, the door is inset 5' to 10' into the building. This creates a vestibule that is protected from the weather. In addition to added convenience for your customer, a recessed entry offers a convenient place to protect air conditioning equipment from weather and inattentive drivers.



John Whalen

Our recessed entries are available in several sizes and can be used on both the sides and ends of your buildings. The entries feature 18-gauge flush wall and ceiling panels providing a clean, finished appearance with durable construction.

To include a recessed entry in your next self-storage project, call your Trachte Regional Manager at **800-356-5824**.



Bits n' Bytes

Wanted: Your Facility Photos

Be a part of Trachte Building Systems' popular self-storage calendar! We want pictures of your site for the 2005 edition. Mail your snapshots to Trachte's Marketing department at 314 Wilburn Road, Sun Prairie, WI 53590, or e-mail high resolution photos to marketing@trachte.com. You will receive a FREE Trachte t-shirt for your photo submission. We'd love to see your facility. Don't wait...send your pictures today!

Go Electronic!

The Trachte Connection is available via e-mail! In addition to all the great information found in the newsletter,

you'll also receive updates on industry trade shows and Trachte's free seminar! Go electronic now! Simply go to trachte.com/newslettersign-up, enter your e-mail address, and start getting Trachte's e-newsletter today!



Get In Gear!

Our company store, Trachte Gear, has many promotional items available for purchase, all displaying Trachte's corporate logo. Apparel, hats, golf balls, and travel mugs are just a few of the popular items that are offered. Call Trachte or order from the online store at trachte.com/gear.



Meet the Trachte Team

This issue's featured department is the **Customer Service department**. With three full time employees available from 7:30 am to 4:15 pm central standard time, each employee offers an average of seven years of experience. Customer Service works closely with Engineering, Production Inventory Control, Manufacturing, Purchasing, Sales, and Shipping departments to ensure accurate and timely replacement of parts and correct erection of buildings. The technical support provided for erectors is thorough. They answer

questions regarding everything from the concrete to the roof. Distribution of replacement parts due to damage in transit, weather, and damage from accidents are other important roles Customer Service fills.

Customer Service's mission is to amaze customers by providing fast, friendly, complete, and courteous resolution to all service and technical support needs. For answers to your technical questions or for replacement parts, simply call Trachte's Technical Help Line at **888-271-HELP (4357)** for assistance.

Feedback Forum

Much of the feedback we receive is generated by customer response to the Trachte customer survey. The survey is sent to all Trachte customers upon completion of their self-storage project. The goal of the survey is to hear the reactions and thoughts of customers first-hand in an effort to identify, acknowledge, and address any suggestions or situations needing attention. We strongly encourage customers to complete the survey. The opinions of our customers are essential in our quest to maintain superior products and services.

Here are some recent customer survey comments:

"Two years ago, we purchased an existing storage facility with three of your competitor's buildings already erected. We had room to expand, so I started seriously looking into metal buildings. Since we already had three buildings, I started gathering information on that supplier. But the more I was in and around the buildings we

just purchased, the more disappointed I became with the product. After receiving information from Trachte and stopping to look at other existing Trachte buildings in our area, it became apparent to me that our original supplier was not the best metal building you could buy, just the most expensive. Our Trachte project is now complete. I only wish the existing buildings were also Trachte. We all know that word of mouth is the best advertisement, and I would recommend Trachte to anyone. Needless to say, you have all of our business in the future."
Ed Simunich, Royal Ventures Inc., Waterloo, IL

"My expectations were high of Trachte and you met them. I've heard great things about Trachte and you delivered. Everything was very good - I don't think I would change anything - I was extremely pleased. Our sales representative did an excellent job making himself available for the sale

and to walk us through the process, and also with giving us good sound advice. Strongly recommend going to a (Trachte) self-storage seminar for anyone looking to get in the business."
Kelvin Rehnelt, Rehnelt & Dorman Const., Albert Lea, MN

"If I could go back in time I would use Trachte for all the previous storage units I have put up. The quality, style, and customer service surpasses all."
Dixon Pitcher, Unitah Self Storage, Ogden, UT

"Excellent erector and crew - friendly, responsible, accurate - willing to go the extra mile with enthusiastic response. Company (Trachte) keeps in touch with useful literature, calendars, etc. for 10 years until we were ready for the next building. Would not consider any other company or erector. Thanks!"
Paul Wolff, Troy Mini Storage, Troy, PA

Erector Profile

Trachte believes the service and support we offer our customers does not end when the building is purchased. To assist you with the construction of your facility, we have teamed up with over a hundred erection companies. The erectors we work with are some of the best in the building industry. They are familiar with the designs and construction of metal buildings and self-storage systems and will provide you with well-constructed buildings built to provide years of service for both you and your customers.

For a complete list of erectors nationwide, please contact us at **800-356-5824** or request online at trachte.com.

The Traffic Report

- Terry Stephens,
Traffic Manager

INTERNATIONAL SHIPPING! It looks and sounds much scarier than it actually is. You can ship our building material just about anywhere in the world, but certain rules must be followed.

The volume of shipments to Canada and Mexico is increasing by leaps and bounds, so let's start there. The North American Free Trade Agreement (NAFTA) has made things much easier. All you need is your regular documentation, a bill of lading, a packing slip, a Certificate of Origin, and either a Canadian or Mexican Customs Invoice. We will complete these forms for you providing we have the correct information, including:

- buyer's name and address
- consignee's name and address
- broker's name, phone, and fax number

Once your material is loaded, we will call your broker and fax them copies of the documentation. By doing so saves considerable time at the border.

For those of you who are unfamiliar with international shipping, the broker serves as the facilitator between you and the foreign government. They guarantee that any taxes due will be paid.



Terry Stephens

This is why it is important that you establish an account with a broker as early as possible before your ship date. If you don't have a broker, we can suggest some companies.

If you are shipping to other parts of the world, your material will be loaded into ocean freight containers. These containers vary in size from 20 feet to 48 feet. Since they are basically steel boxes, they are not as forgiving as a normal flatbed trailer. For instance, a building that would easily fit on a single flatbed trailer might require two ocean containers. Plus, not every port will take delivery of the larger containers.

To help us expedite overseas shipments, we work with a Freight Forwarder. The Freight Forwarder books the ship and sets up the local carrier to take the material from the port to the final destination. If you have your own Freight Forwarder, we will be glad to work with them.

People around the world are beginning to see the value in self storage. Trachte's Traffic department is ready to help you expedite your international shipment. Call us at **800-356-5824** or e-mail us at shipping@trachte.com!

Eureka!

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

Call us at **800-356-5824**, fax **800-981-9014**, or e-mail us at greatideas@trachte.com.



Upcoming Events

Date	Event	Location
April 14	Trachte Seminar	Calgary, AB
April 20	Trachte Seminar	Atlanta, GA
April 21-24	Self Storage Association Spring Conference	Atlanta, GA
May 4	Trachte Seminar	Dallas, TX
May 6-7	Arizona Mini Storage Association Trade Show and Conference	Phoenix, AZ
May 18	Trachte Seminar	Madison, WI
May 20	Trachte Seminar	San Jose, CA
June 1	Trachte Seminar	Harrisburg, PA
June 3	Trachte Seminar	Des Moines, IA
August 18-20	Missouri Self Storage Owners Association	Lake of the Ozarks, MO
September 8-11	Self Storage Association Fall Conference	Las Vegas, NV
September 11	Trachte Seminar	Las Vegas, NV
September 21	Trachte Seminar	Columbus, OH
September 23	Pennsylvania Self Storage Show	Pittsburgh, PA
October 13-15	New York Self Storage Conference	Albany, NY
October 25-26	Texas Mini Storage Association Trade Show and Conference	Austin, TX
November 4	Massachusetts Self Storage Trade Show and Conference	Marlboro, MA
November 17-19	Inside Self Storage Expo and Florida Self Storage Association	Miami, FL

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)

Website: trachte.com

E-mail: tbs@trachte.com

Newsletter comments? E-mail the editor at newsletter@trachte.com.

Office Hours:

Monday-Friday: 7:00 am – 4:15 pm
Central Standard Time

Our office will be closed on the following holidays:

Memorial Day	Monday, May 31
Independence Day Observed	Monday, July 5
Labor Day	Monday, September 6
Thanksgiving	Thursday, November 25
Trachte Holiday	Friday, November 26
Trachte Holiday	Thursday, December 23
Christmas Eve	Friday, December 24
Trachte Holiday	Thursday, December 30
New Year's Eve	Friday, December 31



Trachte Educates

Trachte presents its popular informational seminar, "The Building Blocks of Self-Storage Development" throughout 2004! Continually updated with new information, this free one-day seminar covers a spectrum of self-storage topics ranging from site selection and financing to construction and management. Seminar hours are 9:00 am to 3:30 pm 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.

Below are some comments from seminar attendees.

"One of the best seminars I have attended. Good speaker – keeps your attention and very informative."
Jim Evans – Bartlett, TN

"Anyone considering an investment of time, energy, and money in a self-storage project would be very wise to attend this seminar."
Gary Dotson – Holland, OH

"A very thorough seminar taking me from knowing nothing about self storage to a point where I can make a good educated decision about my investment in self-storage units."
Tom Primmer – Ankeny, IA

Tom Primmer – Ankeny, IA

"Seminar a must for anyone looking to get into the business."
John LoMaestro – Loudonville, NY

John LoMaestro – Loudonville, NY

"Trachte is very customer friendly – I learned more in one day than I would have with six months of my own research. Well worth the 5 am departure."
Tim Berndt – Stoughton, WI

Tim Berndt – Stoughton, WI

"This seminar is very original and informational. We have been considering developing a self-storage site for quite some time. I now feel that I have a reliable outline to start developing our site."
Christina Drummond – Yorktown, IN

Christina Drummond – Yorktown, IN

"Fantastic! I have paid over \$3000 for seminars and this was better than some."
Nigel Pitcairn – Las Vegas, NV

Nigel Pitcairn – Las Vegas, NV

