

TheValueView

THE OFFICIAL QUARTERLY E-NEWSLETTER OF VALUE STORE IT

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MEET THE EDITOR

Ramon Matos

POSITION: Assistant
Manager, N. Miami Beach,
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Florida

BORN: San Juan, Puerto Rico

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Florida

DEBUTED: October 25, 2010

COLLEGE: Miami (FL) –
studied broadcast journalism

INTERESTS: Singing and
playing the bass,
writing...handy for this.

*FIRST AUTISTIC ADULT
EVER EMPLOYED IN THE
SELF STORAGE INDUSTRY.*

“HOLA” FROM THE EDITOR



When he's not on the storage beat, Ramon Matos likes to get excellent on the bass guitar...talk about setting the bar high and "low"!

Never did I think I would be using my journalism degree from the "U" (Miami) like this AND working in our splendid industry. Welcome all to the debut of the Value View, the first ever Value Store it newsletter.

I'm Ramon Matos and I'm happy to introduce myself to those who may not know me yet, as well as for our northern brethren whom I never get to even speak to. Hopefully we get to know each other more through this newsletter. So again, welcome, or like I like saying down here, welcome to the neighborhood.

Since October 25, 2010, I've been proud to be a trailblazer in this industry, and a beacon of hope for adults with autism. This also happens to be one of Value Store its key charities and initiatives...to advance autism awareness and put more extraordinary folks like me

to work, and to be excellent to my superiors, co-workers and customers/tenants, neighbors.

And excellence is what we should strive for. I believe that while Value Store it Management may not be the biggest, we're the best, as they used to say at Miami's Booker T. Washington High School (I went to Miami Palmetto, for the record).

Which brings me to an anecdote I want to share, and a lesson for y'all out there.

I recently took a break from my neighborhood walk down by Dadeland, stopping at a nearby Tom Thumb for Cuban coffee. As I finished the colada (a few ounces worth of café), I started chatting with a man from the U-HAUL down the street about being in the same industry.

As he was about to step into his truck, I fired one last question.

"So, how's your occupancy?" I asked him. He hastily replied, "Have a nice day!" as he hurried into the pickup and drove off in a huff. Was he concerned about low occupancy??

And there's the lesson! Let's all be concerned about being excellent and being the best Value in town. Check those competitors when you're off duty. Just do it undercover. How are your receivables? How's YOUR occupancy? Your economic rentals? And of course, how many rentals do you have, period?

So that's my lesson for the quarter. I hope you enjoy every single day of the Value Store it experience and you try always to be excellent. And I hope you enjoy *The Value View*.

BTW: I'd like to remind everyone that y'all are welcome to attend our splendid open mike every Thursday @ 7 pm at the South Miami Coral Gables Elks -- my lodge -- featuring this humble newsletter editor performing on the vocals and bass. It's at 6304 SW 78 Street, near South Miami Hospital just off US 1. Let's have a big Value Store It night and you can be my cheering section!

Now on with the show.

Ramon Matos

Big On Quality

*IN 2011, FACEBOOK
WHIZ MARK
ZUCKERBERG TOLD PBS
THAT STEVE JOBS
SUGGESTED TO HIM,
"TO CREATE A TEAM AS
FOCUSED ON BUILDING
AS HIGH QUALITY AND
GOOD THINGS AS YOU
ARE."*

Wikipedia



VALUE STORE its SUMMER WEIGHT LOSS CHALLENGE



PLAY IT AGAIN DAN! It's a family affair as TWO generations of Cowden's reign supreme in the WLC

Dan Cowden has repeated as our Weight Loss Challenge champion. The maintenance guru from Michigan beat out not just his old Ohio rival, Russell Marlin, manager of Value Store it Miami (think University of Michigan Wolverines – Ohio State University Buckeyes for all you hardcore football fans)...but also his own flesh and blood: son Dan, Jr.



Unusually, Junior, who became dad's assistant earlier this year, gave pop a run for his money. This proves that: (A. he's a chip off the ol' block, and (B. them apples don't fall far from the tree.

Once again, the goal of VSI Weight Loss Challenge was not to lose the most weight but rather, to decrease the most in percentage.

Remember, we all win when we lose, and I'm not talking about the pounds themselves but the camaraderie and team unity fostered in the competition.

FINAL TALLY

1. **Dan Cowden - 9.21%, 25.8 lb.**
2. **Dan Cowden, Jr. - 7.69, 14**
3. **Carlos Wong-Yen - 6.21, 10**
4. **Yeily Cuellar - 4.53, 6.8**
5. **Russell Marlin - 3.15, 6.2**
6. **Carlos Diaz - 2.74, 6**
7. **Bryan Lekas - 2.72, 7**
8. **Luis Montiel - 2.64, 4.8**
9. **Rolando Hernandez - 2.09, 3.2**
10. **Todd Ruderman - 1.99, 4**
11. **Rabbi Yossi Harlig - 0.98, 1.8**
12. **Ramon Matos - 0.84, 2**

CUELLAR, VALUE WHIZ, STEPS UP TO A NEW CHALLENGE AS SUNRISE BLVD. MANAGER



Yeily Cuellar, an MVP for our Value Store it-Miami facility, recently took over Value Store it Ft. Lauderdale.

It didn't take Cuellar long to acclimate herself to Value Store It, much less be a leader here. In less than 18 months, she has become a rental machine, often tallying 5 move-ins a day, as she did at Value Store it Miami.

It's no wonder Cuellar earned Assistant Manager of the 2nd Quarter in July, a year after joining us. According to Rolando Hernandez, the former floater quickly was promoted to Marlin's full-time Seventh Ave. assistant, "where she (played) a big part of the day to day challenges" there. Punctuality, productivity and an enterprising, self-starter nature led Yeily to be "a big asset" in doing things like "maintaining A/R's (receivables) down lower than they have ever been at Value 1," as Hernandez enthused in a company email. In fact, Cuellar set records for the property for both April and May.

Hernandez also pointed out that Yeily does a lot of in-person research at competitors as well as marketing our business to neighbors, by delivering jars of candy and handing out hangers. This type of leadership will come in handy for her as she enters new territory in Broward County.

She'll be missed at Seventh as she takes her magic "north of the border". We have a feeling Yeily Cuellar will rock that facility as well. Those who have worked with Yeily, after all (myself included), especially former manager Russell Marlin, consider her a joy to work with, and indeed, an asset to our organization.

Added Hernandez, "I believe Yeily also plays a key role in the success of (her) property, and has shown to be a team player within our company."

CORPORATE CHANGES: CONVERSION TO SITELINK RAPIDLY TAKES HOLD

This new system not only promises to simplify the customer service process, but also, according to one source, increase rentals and perhaps the overall bottom line.



The rollout of Site link began in August, when Alex Escardo, set out for our Mount Vernon, NY, property at 320 Washington Street in the New York City suburb. It's appropriate to point out that Escardo's facility, Value Store it Virginia Gardens FL, was the first to implement the system. By September, an accelerated indoctrination was in motion, spearheaded by Alex. At press time, at least two more South Florida facilities – Value Store it Miami Lakes and Value Store it Pompano Beach – where, as Escardo declared on the phone the other day, "live".

One particular week saw some familiar faces back in old places or others who popped up in unusual ones. The ex-Value Store it Miami Gardens skipper Russell Marlin returned to MIA (below), and Value Store it North Miami Beach's Tricia "Trixie" Springer made a rare appearance there as well, just before him. And just as she was settling into the manager's chair in Fort Lauderdale, Yeily Cuellar was asked to trade places with Value Store it Pompano skipper, Sonya Kline.



Standing tall as always on Miami's 36th Street, Value Store it Virginia Gardens Fl. was our Site link proving ground.

But even if it brings growing pains, the switch from Value Store it Management longtime administration-software provider, Utah-based Centershift, to Site link (out of North Carolina) will be worth it in the long run. According to the write up for a recent Storage Business Owners' Alliance

webinar, Site link can even “maximize properties’ rentals via their websites.” This in turn was echoed by Orlando-area software developer The Storage Group, as Site link brings customer-service efficiency because of its ease of use, which can turn into less time, spent processing rentals and thus more opportunities for new ones.

For the employees, Site link simplifies the game because there are less complex processes to follow when completing a rental, especially when it comes to navigation. Plus, the program’s versatility is such that more can be added to the typical rental, such as merchandise.

So far, managers, like Value Store it Miami Lakes Carlos Martinez, have expressed approval for the product.

“After several years of Centershift,” he says, “a change (to) the Site Link software was something that we all welcomed excitingly. Site Link has many great features and is very customizable, allowing for great flexibility in our day-to-day environment.

“Some of the great features that I particularly enjoy include the marketing analysis that allows us to target certain consumers based on demographic and geographic location and the ease of sending emails with receipts or invoices attached.”

Martinez also sees growing pains in the Site link adoption: “There are, of course, some cons with the new software. These include having to manually send all correspondence and the lack of a net activity report between facilities. Overall, the changes to the software are very beneficial and provide great amounts of information for storage consultants and managers alike.”

All in the name of simplicity and productivity, and yes, excellence.

Birthdays and Anniversary’s

Third Quarter and Part of the Second We Missed!

BIRTHDAYS

AUGUST

4 MARCO ANTONIO GONZALEZ - ASSISTANT MANAGER, VALUE STORE IT MIAMI LAKES /ROAMING



SEPTEMBER

28 VICTOR RODRIGUEZ - VALUE STORE IT & ROAMING ASST.

OCTOBER

2 TRICIA SPRINGER - VALUE STORE IT N. MIAMI MGR.

8 LOURDES MELENDEZ - VALUE STORE IT N MIAMI ASST.

20 GEORGE RAMIREZ - IT SPECIALIST

24 NICK CRONK - VALUE STORE IT MAHOPAC NY MGR.

NOVEMBER

18 TODD RUDERMAN - PRESIDENT

23 BRYAN LEKAS - VP STORAGE OPERATIONS

23 CARLOS MARTINEZ VALUE STORE IT MIAMI LAKES

DECEMBER

5 BRIAN ZWANG - VALUE STORE IT POMPANO AND FT. LAUDERDALE ASST.

30 ABDEL RAMIREZ - VALUE STORE IT N. LAUDERDALE MGR.

ANNIVERSARIES

RAMON MATOS - VALUE STORE IT 2/3/8 ASST. & VALUE VIEW EDITOR:

3 YEARS ON OCTOBER 25.

LOURDES MELENDEZ - VALUE STORE N. MIAMI BEACH ASST.: ONE YEAR ON OCTOBER 27.

OMAR RODRIGUEZ - VALUE STORE IT DORAL FL. MGR.: TWO YEARS ON NOVEMBER 11.

MARCO ANTONIO GONZALEZ - ROAMING ASST.:

ONE YEAR ON JANUARY 29.





**ANOTHER
EXCELLENT
EMPLOYEE
IN THE
SPOTLIGHT:
Value Store
it N. Lauderdale FL ABDEL
GETS THE PARTIES
STARTED...IN MORE WAYS
THAN ONE!**

On November 14, Manager Abdel Ramirez, Derrick Adams, Alfred and the rest of Abdel's staff will be hosting a grand opening party at Value 11, 8500 McNab Road, North Lauderdale. Holding such an affair is nothing new for Mr. Ramirez. In fact, it's the second time in as many years that Abdel has hosted a christening shindig for a facility, so let's hear it for him and his staff!

ABDEL/VALUE STORE IT N. LAUDERDALE FL GRAND OPENING

Ramirez and then-assistant Omar Rodriguez did a party for our Doral facility on October 23, 2012, which drew some local media and dignitaries including then mayor J. C. Bermudez, for the ribbon cutting.

If Abdel's latest function is anything like the soirée at Value 8, it promises to be fun, but also hard work. The fact that this enterprising young man has gotten not one but two great properties up and running speaks for itself.

Ramirez, in fact, left Doral for N. Lauderdale in December, two months after the Value Store it Doral event. However, his results at Value 11 speak for themselves. Wrote Rolando Hernandez earlier this year, "Abdel has done a great job at renting up his facility from 70% OCC (square foot occupancy) to an 87%." He also pointed out McNab's average receivables as of July had dropped to 4.8% while its quarterly income-to-budget ratio was 99.2%. And, Abdel kept his expenses low as well. Now, that's a reason to celebrate.

There will be food and refreshments, and prizes will be given away. Please RSVP to Value 11 or stay tuned to our email grapevine if you wish to attend. Let's help him make it another memorable grand opening!

VALUE Store it North Lauderdale FL. GRAND OPENING

Thursday, November 14 - 5 to 8 pm

Recent New Hires

Bryan Martinez will be taking on the role of **Area Manager for Connecticut and New York** and will be based out of Value Store it Mt. Vernon NY

Shannon Byron Cox-Assistant Mgr. Value 9

Maxine Maximo- Floating Assistant Mgr. Value 6, 7 and 9

Julio Solis- Assistant Mgr. Value 7

Christian Catano- Floating Assistant Mgr. for Value 11 and Value 12

Corinna Male- Floating Assistant Mgr. for Miami facility's



It's now time for:

Around the

Value World...

Value Store it Management HOLDS COMMERCIAL VIDEO CONTEST

As if the Weight Loss Challenge wasn't enough, VP and GM **Carlos Diaz** recently announced a new competition to decide who could come up with the best video to promote our company and potentially become a commercial.

Said Diaz: "We are looking for creative ideas, whether it is a funny idea, a music video, a serious to the point idea, So long as it catches a prospective client's attention."

To that end, Carlos circulated a video script template and offered a prize of \$250 plus website and blog recognition to the winning entry. The deadline was September 23; hopefully, a great entry has been found.

Stay tuned to our corporate grapevine to find out the result!

Myself, I like the concept and slogan, "Welcome to the Neighborhood"...

SUN LIFE STADIUM EXPO

The Value team recently set up shop at the Sun Life Stadium Business & Career Expo in Miami Gardens, FL. This stadium is home to the football champion Miami Dolphins and University of Miami Hurricanes, plus other events like the Dan Marino Foundation Walk about Autism, Super Bowls, college football "BCS" national championship games and top soccer matches.

Word has it they did a GREAT job and spread the gospel of self storage, Value style!!



IT'S A VALUE-WEEN HOOT in N.M.B.!!

Check out **Trixie Springer** and **Lourdes Melendez**' turn at hosting our annual HALLOWEEN-CUSTOMER APPRECIATION PARTY at **VALUE STORE IT North Miami Beach, FL**, on October 26. See attached flyer...come one come all and tell your friends. Show your support for Trixie and Lourdes even if you're not called to work...just lend a hand.

There have always been refreshments, music, a bounce house and ponies for the kids, and...Rumor has it....a performance by a certain bass-slapping' and singing' editor of your *Value View*. See you all there!!



SUMMER PROGRAM BRINGS HOPE TO CONNECTICUT YOUTH

This past summer, **Value Store it Waterbury, CT**, brought a bit of opportunity to three lucky youngsters in the city and environs. The Summer Youth Employment Program not only brought a paycheck and immediate work experience to these Connecticut kids, but also the hope of future growth in not just the professional but personal and educational areas of their lives. We thank Value Store it Waterbury CT for providing this great opportunity. Pictured here are: **(back L-R) Waterbury Assistant Manager Julie Lopez and SYEP participants Justice Maldonado and Jalisa Smith**. In front are **Manager Jose Leo Leon (in black) and participant Alan King (in blue)**.



MORE NUTMEG GOODNESS!!

Not to be outdone in the Nutmeg State, **April Pierce and her staff at Value 5 Wallingford**, 513 Main Street, hosted the property's Family Fun Day. Judging from the photos, and from our experience down here with Family Fun Days, it was a real good time for V-5 and its surrounding community.



TURKEY AND HAM RUN!

It won't be long before our annual turkey and ham giveaway, just in time for the holidays, is coming. Stay tuned to the grapevine or your superiors for more...as always it seems the choice will again be ham or turkey! What could be easier? As Adam Sandler would say, "Ya just can't lose!"

At Value Store it Miami last year: **L-R: Carlos Diaz, Russell Marlin, Bryan Lekas, Tommy Hernandez.**



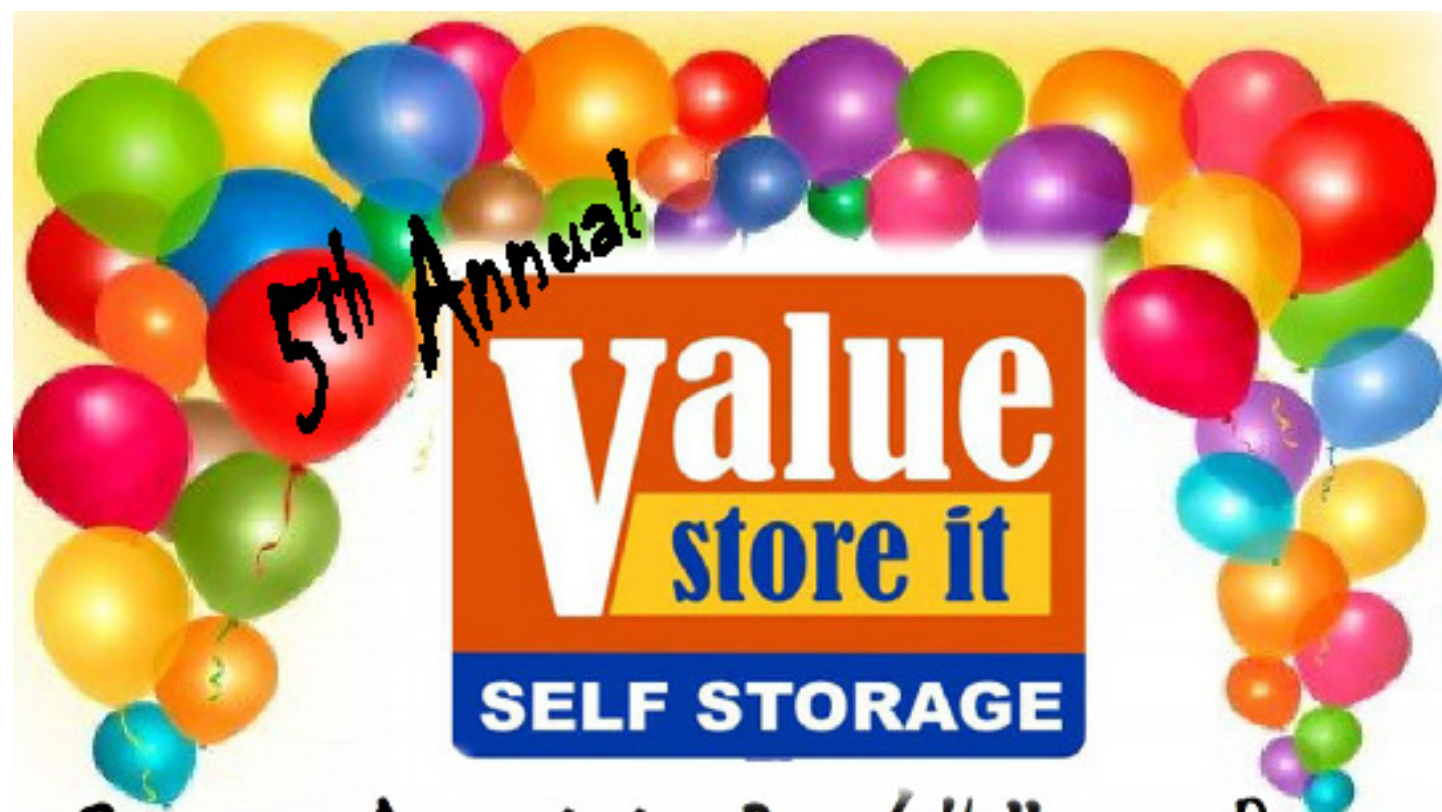
A Last Word from Ramon...

IF IT IS TO BE, IT IS UP TO ME!

“PLAY LIKE A CHAMPION TODAY”

It's been fun, so let's do it again towards the end of the year! See ya then.

Happy Halloween and Thanksgiving!!!



Customer Appreciation Day / Halloween Party

Saturday, October 26th, 2013

From 12pm-5pm



901 North Miami Beach Blvd
North Miami Beach, FL 33162
(305) 945-4242
www.valuestoreit.com



FREE FOOD, FREE GOODY BAGS, MUSIC, BOUNCE HOUSE,
PONY RIDES, AND MUCH MORE!!!

