

THE GUARDIAN

Q2 2016

1-3

OUR PEOPLE



4-6

HIGH FIVES



7-9

DEVELOPMENT & ACQUISITION



10-15

STORE NEWS



16-17

COMMUNITY



18



1 OUR PEOPLE

Here's a chance to potentially learn something new about a few current team members, and to introduce new team members

Employee Spotlight



Marsha Kaczor
Accounting,
Corporate Office



Cindy Herd
Property Manager,
Monroeville



John Hoburg
Property Manager,
Shadyside



Darnell Sains
Maintenance,
Strip District & Bridgeville

Years at Guardian:	14	27	24	13
Properties worked:	Executive Office	Shadyside and Monroeville	Centre Ave	Everywhere except Cranberry, N. Huntingdon and Colorado stores
Hometown:	Ford City, PA	Plum, PA	Plum, PA	Pittsburgh, PA
Family:	No Thanks! (jk) Son-Chad; Daughter-Kami; 8 Grand Kids; soon to be a Great Grandmother.	Husband Everett, daughters Lauryn, Lindsey and son-in-law Josh	Wife, Tiffani (also works for GS,) Luke 8, Reed 6. Chase, our beagle mix is 2!	Wife, father, brother, sister, 2 granddaughters, 2 nieces, 1 nephew
First job:	I was a car hop at the Cadet	Crescent Pharmacy	Paperboy	Sweet Williams/Isalys Restaurant/Ice Cream Parlor
Favorite food:	Chicken; ham; my homemade pumpkin muffins	Mexican	Wings...and Scotch	Porkchop smothered in gravy with mashed potatoes :and corn
Favorite holiday:	Christmas	Christmas	Christmas	Thanksgiving
Super power you'd choose:	I wish I could fly	Power to heal	Ability to fly	Peace on Earth
Favorite thing to do:	Relax	Hanging at our pool with family and friends	Spend time with my wife, boys and biking of course	Bicycling
Most binge-worthy show:	The Middle	Greys Anatomy	Survivorman...Tif hates it!	Have & Have Nots
Where do you want to live when you retire?:	Alaska, it's so beautiful there	Myrtle Beach	Wyoming, Utah, Colorado, anywhere west of Plum	Schenley/Oakland area
What is something your coworkers may not know about you?:	I was a licensed beautician	My husband and I eloped after knowing each other less than 2 months.	It's not THAT difficult to play piano with 9.5 fingers.	



Richard Hopper
Associate Mgr,
Pittsburgh Roving



Trish Van Sickle
Associate Mgr,
Pittsburgh Roving



Melissa Cupec
Property Mgr,
Bloomfield



Jake Enzminger
Associate Manager,
Westminster



Melissa Foster
Property Mgr,
Longmont

Hometown:	Bellevue, PA	Sewickley, PA	Elizabeth, PA	Oconee, NE	Longmont, CO
Family:	Single with 2 sons and a daughter	Husband Jim, 2 daughters, 2 grandkids + one more on the way!	Single! No husband or kids	Oldest of seven Kids... Fiance Kristyn	Fiancé and baby on the way!
First job:	U.S. Army	Dollar Bank Commercial Real Estate Analyst	Merry-go-Round sales girl	Jake Bakes (Farmers Market)	Dip N Dots stand at Twin Peaks Mall
Favorite food:	Mexican	Dark chocolate	Mexican	Sandwiches	Mexican
Favorite music genre:	Classic rock	80s & Pop-anything I can dance to!	Classic rock	Musicals	Grew up with all kinds - love everything from oldies, to rock, to top 40, to classical, just love when something is playing!
Biggest fear:	Heights, but did stand on the "Sky Walk" in the Sears Tower 1300 feet up in Chicago	Heights	Being homeless	Falling from a bridge over water	Becoming a parent, and spiders
Favorite holiday:	Christmas	Whichever one has the most family attend	Halloween	Fourth of July & Halloween	Everything from Nov to Jan 1st! I love holidays because they mean family and food!
Super power you'd choose:	X-ray vision...or maybe not now that I think of it, let's try mind reading!	Time travel	Telepathy	Flying	Flying
Favorite thing to do:	Watching Pgh sports live	Read outside listening to trees rustling	Hangout by the pool	DJ'ing at weddings	Disney World
Most binge-worthy show:	Big Bang Theory	Friends & New Girl	Game of Thrones	Frasier	Big Brother
Bucket list item:	A cruise to Europe	Visit all of the Wonders of the World	Travel Europe	Skydiving	Visit a new country each year

Birthdays

Keith Daugherty	July 2
Kristin Mintus	July 2
Shaun Barazda	July 4
Greg Plumb	July 21
Ted Sudiak	July 31
Ryan Blumish	August 2
Shelby Davis	August 27
Mike Frantti	August 29
Tim Webb	September 12
Frank Certo	September 29
Colleen Steinbeck	September 30



HIGH FIVES

There's never a dull moment at Guardian thanks to non-stop efforts to improve our properties, services and ourselves. The result? Monthly contests that helped lead to some notable firsts, a well-deserved promotion and more amazing customer reviews.

Monthly Contests

To help keep our property teams sharp and focused, our Ops team created monthly contests related to improving our business. The stores are grouped into teams to compete – here are 2nd quarter's contests and winners!

- **APRIL** – Highest Merchandise Sales – Winning team: **Good Fellas** (Bridgeville, Monroeville, Shadyside)
- **MAY** – Square Feet Sold + Highest Review Rating – Winning team: **Good Fellas** (Bridgeville, Monroeville, Shadyside)
- **JUNE** – Conversions to Autopay – Winning team: **Flash Royalty** (Boulder Self Storage, Waterfront, Cranberry)

Notable Firsts

- All Guardian stores combined had achieved avg. 87.5% square foot occupancy at the end of May
- The Strip District store gained their highest square foot occupancy yet at 90%
- Based on the first half of 2016, Cranberry, Monroeville and Westminster are all off to a strong start for Property of the Year consideration.

Promotions

- **Amanda Janes** was promoted to Property Manager, in charge of our Westminster store. Amanda was previously an Associate Manager at our Westminster and Superior stores.
Congratulations Amanda!



Amanda Janes

Stellar Reviews

Congratulations to all of our stores for earning dozens of positive reviews in the last quarter. Here is a small sample of those who said it best!



Myron L. Treber



Google

Westminster

★★★★★ 5.0 /5

May 21, 2016



From the minute we walked in, we were impressed. We were greeted by Amanda Janes and were immediately sold on Guardian Storage! She gave us a tour and she exemplifies what customer service is all about. She has met all our needs and has gone above and beyond what we expected. We could not be more satisfied!



Cindy P



Google

Waterfront

★★★★★ 5.0 /5

May 20, 2016



My experience with Guardian Storage on the Waterfront in Pittsburgh was flawless. Every individual I dealt with was professional friendly and helpful The unit itself is clean and easily accessible I highly recommend it.



Bill Thomas



Google

Washington

★★★★★ 5.0 /5

May 17, 2016



We've been with Guardian since they've been in Washington, PA. Everyone is friendly, helpful and professional. Anita is great, an asset to the company. She is knowledgeable about the business and always looks out for us and gets us the best deal possible for our needs Secure facility. We would recommend to anyone in the area.



Dixie Smith



Google

Cranberry

★★★★★ 5.0 /5

May 3, 2016



I have received the best customer service from Suzanne. She has been incredibly helpful and is always going above and beyond. The units are clean and well maintained and thus far, I have had no issues. I would highly recommend Guardian in Cranberry.



Samantha Edwards



Shadyside

★★★★★ 5.0 /5

Apr 26, 2016



The manager helped me out soooo much! I was extremely stressed out and everyone was patient and they helped me with all and I mean ALL of my stuff into the storage unit without any hassle. Truly a great customer service.



Frank Gargiulo



Boulder

★★★★★ 5.0 /5

May 5, 2016



Friendly staff, nice facility, good rate and secure storage for my sons personal items from his dorm room. Great student plan for the summer, online payment system. If you call them your not talking to a calling center that is renting you a unit but actual staff on site.



Norman Mekkelsen



Pleasant Hills

★★★★★ 5.0 /5

Jun 7, 2016



Excellent service. We had our household goods in storage for two years and everything was safe, clean and secure. The staff was incredibly helpful when we were moving out and had packers preparing our goods and packing every hing for shipment We could not have asked for a better group with which to work.



Maryellen Small



Strip District

★★★★★ 5.0 /5

Apr 29, 2016



So incredibly helpful -- from start to finish, true professionals. Great experience!



Wanda
Calloway



Ross

★★★★★ 5.0 /5

Apr 27, 2016



I loved this place the moment I walked in the door... John is very helpful and caring. I will never use anyone else for storage. I will always come back to Guardian.



Beckii Babii



Monroeville

★★★★★ 5.0 /5

Jun 7, 2016



Lauren and Cindy are absolutely wonderful! They are extremely professional and I loved every bit of my experience there. The units are a great price and always clean. I would recommend this facility to EVERYONE!! Don't take my advice CHECK THEM OUT!!!!



Julie Schlosser



Westminster

★★★★★ 5.0 /5

Jun 12, 2016



These guys are the ultimate professionals. Their management is thorough, great at communication and overall, just kind and sincere. We were with them a short time, used a 10x10 storage unit, used their complimentary moving truck, even bought supplies in their store. The facilities are clean, monitored and safe. They called me when I improperly locked my unit to ensure everything was secure. I would use them, without hesitation, the next time I need storage.



Marco Vienna



Superior

★★★★★ 5.0 /5

Jun 20, 2016



Amanda, Anna and Lynnette who manage the facility are AMAZING. This storage is great for everyone and especially businesses. I received a huge shipment was not there to receive it at the time. Not only did they receive the shipment but they even moved all of the boxes into my unit! Best of all there is a loading dock so there is no extra shipping fees with logistic companies for a lift gate Furthermore, sometimes when I am storing and shipping items. I need to take calls or work and they have a conference room to do so. Choosing storage units can be hard because there are many - do not pass this one up.

Emailed to Guardian Corporate:

To Whom It May Concern,

Thank you for the management of Alberto Phillips, Property Manager at Guardian Storage 's Westminster, CO location. I have lived in several U.S. and European cities over 30 years of travel, and have professionally stored my fine furniture and cherished family heirlooms in transition. Generally, my experience thru the years of high-end storage has been satisfactory. However, the only exceptional facility I have used has been Guardian Storage in Westminster, under the excellent and gracious management of Mr. Phillips. I will be settling my household again after May 31st, removing my possessions from storage after a year in this facility. I will always use, and will recommend Guardian Storage to my large and mobile family because of this happy experience.

Kind regards,
Doreen Thistle MacDonald

7 | DEVELOPMENT & ACQUISITION

Here's a quick progress update on newest builds and acquisitions in Pittsburgh and Denver.

PENNSYLVANIA

Hampton - 4750 William Flynn Hwy, Allison Park, PA 15101

- Ground Breaking Ceremony May 24th, 2016
- Hampton is scheduled to open March 2017



L-R: Jeff Michelson, Desmone Architects; Gus Marquart, Bridges Construction; Steven Cohen, Guardian Storage; Evan Kaparakas, Seller; Al Davidson, Pittsburgh North Chamber of Commerce; Chris Lochner, Hampton Twp Administration



L-R: Jeff Michelson, Desmone Architects; Gus Marquart, Bridges Construction; Steven Cohen, Guardian Storage; Doug Tait, Tait Engineering; Dan Grachen, Tait Engineering; Michael Sundo, Longboat Investment; Robert Lusk, Longboat Investment; Aric Gresko, First Commonwealth Bank





Murrysville – 4711 William Penn Hwy, Monroeville, PA 15146

- Scheduled to open February 2017



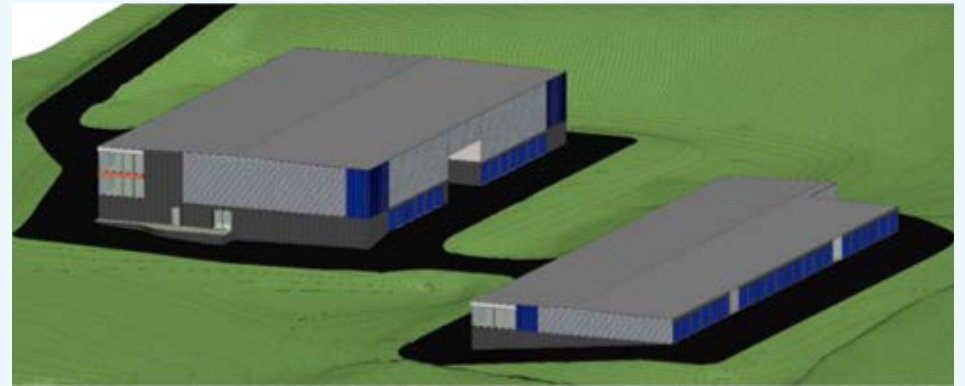
Guardian Storage - Murrysville



Guardian Storage - Murrysville

Robinson – 401 Coraopolis Rd., Coraopolis, PA 15108

- Scheduled to open June 2017



Guardian Storage - Robinson

COLORADO

Boulder – 5000 Broadway, Boulder, CO 80304

- Acquiring neighboring *Boulder Bins* property (see photo below)
- Will add 1,100 drive up units with a current +90% occupancy
- New Guardian Storage building scheduled to open mid-July. Boulder Bins is scheduled to open as part of the Guardian Storage Boulder property in August/September 2016



Boulder Bins, Boulder, CO

Longmont – 721 S. Emery St., Longmont, CO 80501

- Scheduled to open mid-July 2016



Guardian Storage Longmont



As a premium self-storage brand, we invest a lot of time and money into improving and maintaining our properties. This is a quick summary of big projects either in progress or recently completed.

Property Updates

North Hills/McKnight Road

- Repainting exterior walls and trim and unit doors on specific buildings, replacing gutters and some office windows
- Converting unused office space to storage units and adding a ramp connecting second floor storage to the office for easier access
- Exploring feasibility of adding a new elevator



Ross Township Guardian Storage – design for updates

Cranberry/Brush Creek

- New (4th) building is set to open in early August and we're excited to note that we're already receiving reservations. The new building will add 230 units and will be a fully climate controlled structure, including drive up units.
- We are also replacing the awning over the front door.

Fox Chapel

- Adding a wall and doors to the conference room to enclose the furnace



Bloomfield Guardian Storage – updated retail office

Bloomfield/South Millvale

- Repainted office walls and ceiling, cleaned and sealed marble counters
- Performed masonry repairs, cleaned exterior brick, painted exterior window sills



Security Stations

Each store's security monitoring station will be updated this year with new equipment and a cleaner layout

- **Finished/Awaiting Signs** – Fox Chapel, Monroeville, Bloomfield, Waterfront, Ross Twp.
- **Group 2 (by August)** – Westminster, Superior, Boulder, Longmont
- **Group 3 (by Oct)** – Bridgeville, Pleasant Hills, Washington, Cranberry, North Huntingdon, Strip District

Exterior Signs

Our exterior signs are often the first exposure people have to Guardian Storage. As a result, it's important that they are impactful and reflective of our brand standards. Here are the sign updated currently in progress.

Shadyside/Centre Ave

- Exterior signs have been installed. Scheduling installation of graphic designs for windows over garage – to be installed July.

Bloomfield/South Millvale

- Low wall-signs and a new entrance door sign are in fabrication for installation in July. A painter is scheduled to repaint the high wall murals in early August. Will also install lifestyle graphics on 1st floor windows and sides of the building over the summer..

Strip District/Liberty Ave

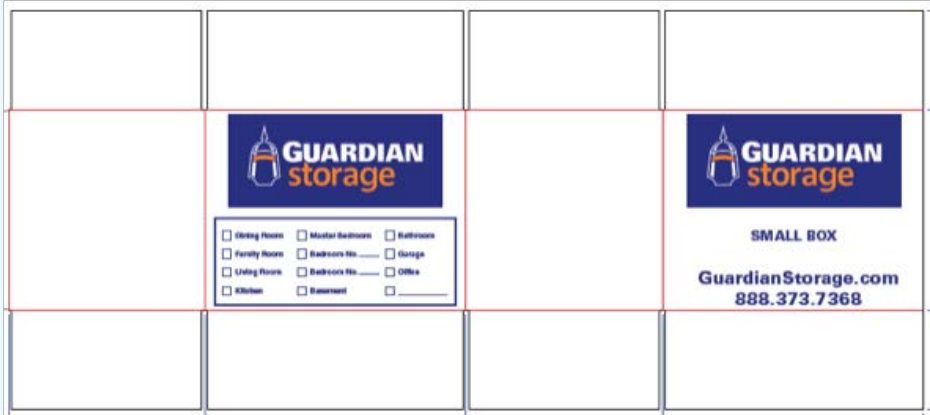
- Finalizing wall mural design to install on the north and south sides of the building – to be installed by September.

Bridgeville/Washington Pike

- Updating building and monument signs – should be completed by September.

New Boxes

- Our boxes have gotten a makeover thanks to our new supplier, Pittsburgh-based company Bell Containers. The new boxes are white with Guardian blue and orange branding. The boxes are high quality, yet more cost efficient, allowing us to pass on savings to customers.
- Box types: Small, Medium, Large, Wardrobe, Mirror/Glass, Dish Packs & Moving Kits

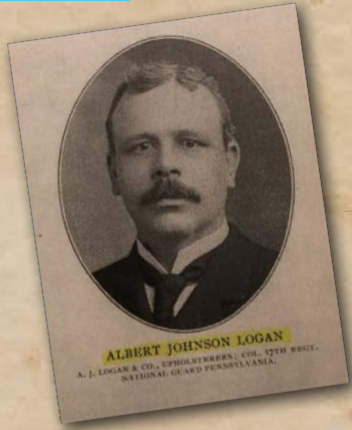


Photography

We worked with professional photographers to update our supply of images for marketing, and to take photos of our amazing team members to post on our website. Thank you to our photographers – Olivia McManus (Pittsburgh) and Liv Berger (Colorado) – and to all who participated!

- Visit www.Guardianstorage.com/locations and click the “Team” tab on each store location page to see staff photos.
- The marketing images, like the ones below, will be used to update everything from brochures to digital ads.

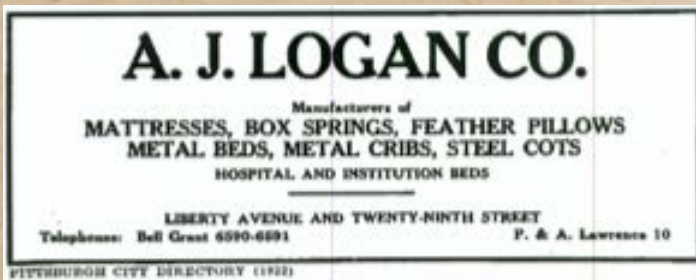




Historical Study

Many of our properties have an interesting history, none more so than our Strip District property. Though newer to the Guardian portfolio, it is one of the oldest buildings we own. With its enormous wood beams, original hardwood floors and unique exposed brick walls, the property team constantly gets questions about the facility's origins. To better answer these questions, the team recently enlisted the help of famed house historian Carol Peterson to learn the building's history.

- 1904 - AJ Logan and company commission of the construction of the first section of what is now Guardian Storage for their mattress manufacturing operation. The first section was constructed for approx. \$75,000.
- Before AJ Logan built what is now the Guardian Storage building, the Iron City Chain Works occupied a one and a half story structure on the site.
- The owner, Albert Johnson Logan was born in 1857 in the East liberty section of Pittsburgh. He attended the Pennsylvania military college and returned to Pittsburgh at the age of 20 to enter the business world.
- A.J. Logan & Co was started as a wholesaler and retailer of curtains, bedding, and other upholstered goods. When they moved into the 29th and Liberty building their focus shifted to mattresses and bedding.
- 1913 - The company built a large addition for another \$62,000. AJ Logan and company manufactured mattresses and other building materials for over 60 years before ceasing operations.
- Since then, other occupants have included Gemco Sales, Gateway Hobby, Kestle Display, Flavoripe Company, and Triple A wholesale supply.
- Below are some A.J. Logan ads from the 1920's & 30's as well as a photo of AJ Logan and the safe that's still in place from the building's original ownership.



Technology

Mobile Changes

We launched a new mobile version of our Guardian website in May to improve user experience. The new design provides the streamlined browsing experience preferred by phone and tablet users. For new inquiries, we've created an easier, faster path to finding a nearby location. Once there, a redesigned location page allows us to showcase reviews and property pictures. Throughout the experience, "sticky" technology was added so that when a user scrolls the page, the Guardian phone and e-mail remain stuck to the bottom of the screen for their convenience.



Marketing Monitors

Part of updating in-store marketing materials has included installing marketing display monitors. Each monitor is being strategically placed in the leasing office for maximum customer visibility. The monitors will stream a constant feed of Guardian Storage branded messaging along with weather updates and scrolling news headlines. The monitors allow us to remotely manage both company-wide and custom content for each store. The installations should be completed at all stores by September.

Quick Tips

Did you think of a new approach to improve an existing process or solve a problem in your store? If so, share it, because chances are it could work for your colleagues as well.

Tip #1: One Time ACH Bank Debit Payment

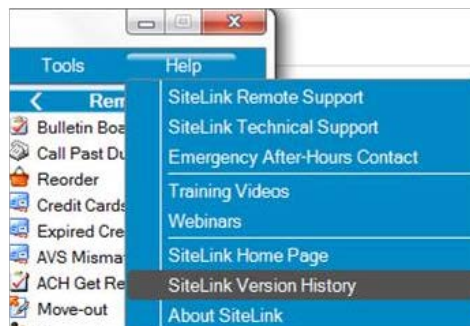
- Go to the payment screen in Sitelink
- Press Ctrl + Shift + H (must press all three simultaneously)
- Select ACH Bank Debit from the “Method” dropdown
- Proceed to fill in the account information and process payment

Tip #2: Eliminate AVS mismatches at Move-In

- When moving in a new tenant in who chooses to be on auto-charge, always enter in their billing information.
- Once entered, press the “Verify AVS” button to confirm that their credit/debit card matches the billing address you have entered.

Tip #3: SiteLink Updates

- Stay current with all improvements and changes by simply clicking on “SiteLink Version History” under the Help tab at the far right corner of your Sitelink software.



Survey Q&A

We asked and you kindly answered. Here are this quarter’s questions and your responses.

Q. What downtime work activities do you find to be most productive/fruitful?

A. It’s a great time to walk the property and interact with tenants; greet them and spend a little one to one time. These interactions grow a trusting relationship and let the tenants know you care about them. It’s also a great way to learn who and where your tenants are throughout the building.

B. Analyzing the different reports Sitelink has to offer. Helps give a better sense of your store’s strengths/weaknesses.

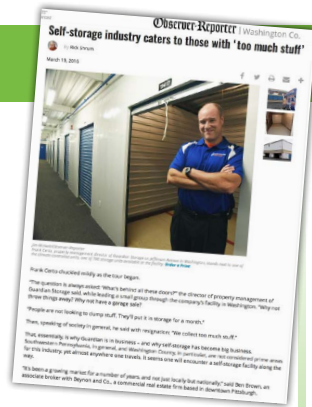
Q. What is your best advice/suggestion for a new manager?

A. Customer Service is key ... I believe what sets apart a good manager from a great manager is how they handle tenants. I believe that to most consumers it’s all just storage, but if you demonstrate great customer service it will affect their decision to store with us and even how long they store with us. Everything else about being a manager can be taught.

B. Listen, watch and ask a lot of questions. Since a lot of managers run their store’s a little differently, don’t be afraid to ask why.

Guardian in the News

- Washington Observer Reporter article



Shred-It Events

We held our first ever Pittsburgh-wide shredding event on April 23rd. We invited the residents and businesses surrounding our locations to bring confidential documents to our stores to have them safely shredded. We provided the service free of charge as a thank you to our communities, and as a traffic driver to our properties. Eleven stores participated in the 3-hour long event that generated over 71,000 pounds of shredded paper. Due to the positive response and strong event turnout, we plan to host a shredding event every spring.

Pounds of paper shredded:

- Pleasant Hills – 11,175
- Ross Township – 8,100
- Waterfront – 7,500
- Fox Chapel – 7,500
- Bridgeville – 7,200
- Cranberry – 6,600
- Monroeville – 5,625
- Shadyside – 5,625
- Strip District – 4,500
- Washington – 3,750
- North Huntingdon – 3,750



Line of cars at Guardian Storage Ross Township for April 2016 Shredding Event

Philanthropy

Guardian Storage has a long history of giving back to the markets and communities in which we live and work. We will continue to support a wide variety of deserving organizations within our communities, and now we're happy to share that we have also selected two organizations to support at the corporate level - *The Education Partnership* (Pittsburgh)/*A Precious Child* (Denver) and *Toys for Tots*. Click here to learn more about [The Education Partnership](#), [A Precious Child](#) and [Toys for Tots](#).



Guardian's Commitment to The Education Partnership and A Precious Child

- Provide use of our trucks and storage units
- Employee volunteering events
- Financial support – monetary donation for each market
- Promotional support and fundraising



- Add donation links to our website; promote on our blog, in social media, in stores and through our chambers of commerce
- Ask for donations at Guardian events like Shred It
- Exploring options to enable customers to "round up" their monthly bill to the nearest dollar as a donation



Guardian's Ongoing Commitment to Toys for Tots

- Provide use of our trucks and the entire 6th floor of our Strip District property to house and distribute donations to qualifying families and organizations
- Employee volunteer event to help fill orders
- Promotional support and request for donations
- Promote on our blog, in social media, in stores and through our chambers of commerce



Guardian Storage team members filling orders at a Toys for Tots volunteer event at our Strip District property.

Community Support

Our corporate level support is just one of the ways that we show that we care. Supporting community events and organizations is equally important to us. Here are two examples of that support in action in the second quarter.

- Memorial Day Parade** – Strip District, Shadyside and Monroeville Guardian team members enjoyed their 6th year of participation in the annual Lawrenceville/Allegheny Cemetery Memorial Day Parade. Brittany, Deb and Chuck from Strip District were joined by John from Shadyside and Lauren from Monroeville as they drove the Guardian truck along the parade route and passed out over 21,000 pieces of candy to excited spectators. The parade is one of the oldest in the nation and makes its way down Butler Street to end at Allegheny Cemetery, the final resting place of over 12,000 Veterans! Veterans' groups and public speakers were in attendance as we honored the memories of all of the brave men and women who have served our country. Patrons enjoyed music, giveaways, refreshments and great prizes.



Guardian's John Hoburg handing out candy in the Lawrenceville/Allegheny Cemetery Memorial Day Parade



Wiggles N Giggles Academy owner Tiffany Rudy in a storage unit full of donated items at Guardian Storage North Huntingdon. The unit was also donated.

Guardian Storage donates units to aide with daycare fire

Six days after a fire that destroyed her North Huntingdon day care, owner Tiffany Rudy and her staff are planning for the future with help from community donors. A blaze that started at North Huntingdon's Gloria's Cantina Lounge on Route 30 was spread by wind to the neighboring Wiggles N Giggles Academy on Wednesday. Rudy and her staff hurriedly led more than a dozen children from the building. The Guardian Storage facility across Route 30, where the day care staff and children fled to escape the flames, donated two storage units to Rudy. They've been filled with about 200 donated items to supply a day care, including toys, books and highchairs. Rudy said she is still figuring out where she wants to permanently relocate.

[Read the Tribune-Review article.](#)

We bet you can't guess which of your colleagues these cute babies were, or who owns these fur babies. No peeking at the answers! Lastly, we'll leave you with a bit of inspiration and a little self-storage humor.

WHO AM I?



A.



B.

WHOSE AM I?

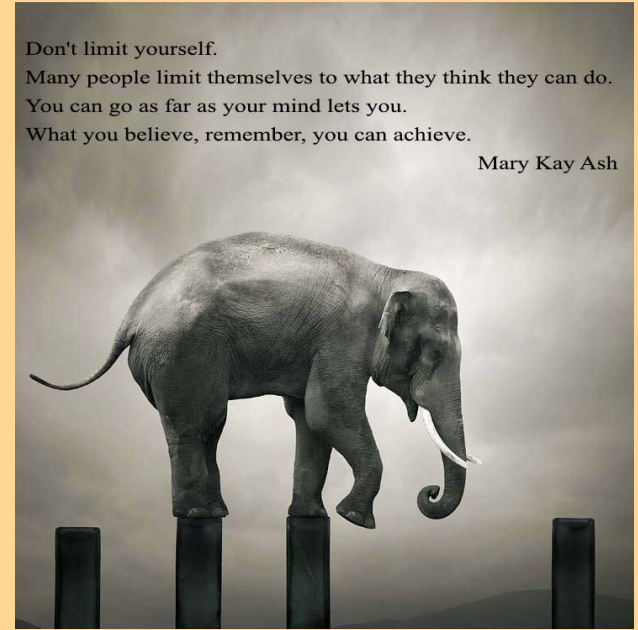


C.



D.

A. Suzanne McAlister
 B. Matt Russell
 C. Brittany Metzler's cats
 D. Cindy Herd's dog



Don't limit yourself.
 Many people limit themselves to what they think they can do.
 You can go as far as your mind lets you.
 What you believe, remember, you can achieve.
 Mary Kay Ash



Why people don't have enough space