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*Bayline* Magazine is published monthly in the interests of all segments of the apartment industry. Opinions expressed are those of the authors and do not reflect the opinion of the Bay Area Apartment Association unless specifically stated as such.

We invite the contribution of articles or information that would be of interest to the multifamily housing industry.

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# Simple Tips to Tackle Spring Cleaning

It's springtime, and you know what that means ... spring cleaning! Alright, it's not that exciting, but it is necessary. As much as I don't like to spring clean, there's nothing better than the fresh feel my apartment has when I'm done.

Spring cleaning doesn't have to take up an entire day if you do it right. With these cleaning tips, you can spend less time sanitizing and more time admiring your spotless apartment:

## STOCK UP ON SUPPLIES

You can't start spring cleaning if you don't have the proper tools to do so. Consider picking the following items up from a local store, or borrowing them from a friend:

- Microfiber cloths
- Vacuum with attachments

- All-purpose cleaner
- Rubber gloves
- Dry mop
- Bathroom cleaner

## USE A SQUEEGEE TO REMOVE PET HAIR

If you have a dog or cat in your apartment, chances are your floors are caked with hair. Save your poor vacuum from getting instantly clogged with pet hair by turning to your shower squeegee for help. This will remove the large clumps of hair from the carpet. Go through a second time with the vacuum to finish the job.

## GO ROOM BY ROOM

Even though my apartment's not that big, I always get a bit overwhelmed when I'm cleaning. I think this is partly

because I attempt to tackle the entire space all at once. However, it's easier to just clean one room at a time. You may want to start with your least favorite room, or the space that will require the most effort. Leaving that room till the end isn't the best idea, because you'll be exhausted by the time you reach it. You'll be happy you left the easy spaces for last.

## GET RID OF THE CLUTTER

It's going to be very difficult to vacuum your floors and dust your tables when there is clutter everywhere. Before you even break out the cleaning supplies, go through each room to either put away, recycle, throw away or donate items.

Organize your belongings into those four piles until everything has been put into its place. If you haven't used something in the last year, chances are it can be donated, thrown out, or recycled.

## DUST CEILING AND WALL FIXTURES FIRST

No matter what room you're in, always dust ceiling fans, light fixtures and wall art first. If you leave this task for last, you may end up cleaning your floors twice thanks to the flying dust.

## CLEAN SCREENS

TV screens tend to accumulate lots of dust, but when you use an all-purpose cleaner on them, streaks appear. Forget the spray cleaner and reach for a coffee filter instead. This will wipe off all of the lint and dust without messing with your viewing experience.

## LET SOLUTIONS SIT

When sterilizing your tub, sink and shower, you're going to have to apply a cleaning solution. Instead, of instantly scrubbing after the solution is sprayed on, let it go to work on tackling grime and stains. Wait 10 minutes before rinsing – this way, you'll have to do less scrubbing. •

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# The Value of Advocacy and PACs

By Kevin Schwartz, BAAA Government Affairs Director

I have just opened my tray table and laptop after taking off from Reagan National on the heels of what felt like a pretty successful NAA CapCon.

I judge success by how our small citizen advocacy group of BAAA members (roughly two groups of seven) supported by this professional advocate were received in the five meetings with members of the House of Representatives delegation from Tampa Bay.

First, we scored meetings with our actual elected representatives in two out of the five meetings (even though we had confirmed meeting times for in-person meetings with each of them – which just means not much on a busy Wednesday in Congress). Both Pinellas County congressmen, Gus Bilirakis of Palm Harbor and Charlie Crist of St. Petersburg met with our groups personally.

In meetings scheduled with Congresswoman Kathy Castor (Tampa-Hillsborough) and Daniel Webster (Pasco-Hernando) and Dennis Ross (Lakeland-Polk County) we met with key aides as those members were in session on the house floor or in committees marking up recently introduced legislation on health care and defense spending or running back and forth between such things for votes at our scheduled times.

It is a heavy, tight schedule on the busiest day of a legislative week during which they do their best to literally dash

back and forth between a committee room or the house floor and their offices – most of which are a good distance away – and greet members from their home districts who have scheduled visits for one reason or another – like us.

Against that backdrop it is amazing to get anyone’s attention for 20 seconds much less the 20 minute times we were allowed. During those meetings, we chit-chatted about home and made some relationship building small talk but had no problem getting in our points about NAA’s three primary legislative issues: Tax Reform, NFIP Reauthorization and ADA Reform (see March’s issue for the deep dive on those).

a committee that was likely to intersect with any of those issues. (Four of the five do).

They were all good meetings, all scheduled with about the same degree of difficulty (moderate) and all with the serious intention of us meeting directly with the members, which didn’t work out that day in that timeframe given the quickly shifting business of Congress.

The point is, none of the appointment setting, cordiality or interest in the substance of the meetings had much, if anything, do with how much PAC money the candidate received from NAA through BAAA. In fact, the longest and most personable meeting was with freshman Democrat Crist even though NAAPAC – at BAAA’s request – supported his opponent, then-incumbent Cong. David Jolly for reelection and turned down a request from the Crist campaign for a donation.

All that should soothe citizens who feel like we exist solely in a pay-to-play political system. We don’t. If that were the case, we probably only would have scored meetings with Ross and Bilirakis, the only two of the five in the delegation who received some of the \$1.5 million NAAPAC doled out to candidates nationwide in the last congressional election cycle.

So what does all that mean when it comes to PAC money?

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In every meeting the members and staffs were fully engaged in what we were discussing, with varying levels of focus based on whether the boss sat on



The PAC is intended to pool money to support ideas with which the PAC members agree and to encourage candidates, in turn, to support those ideas.

Take Tax Reform, NFIP Reauthorization and ADA Reform, the top NAA issues this cycle. Bilirakis and Ross are 100 percent in agreement with the agenda. We know this because we have met with them for substantive discussions on these issues when they are home on recesses – and much more accessible, by the way. These district meetings are much easier to get than one in DC while they are in session, and I am always looking for members to accompany me. So please let me know if you are interested.

And Jolly actually had sponsored last year the ADA fix we wanted – an effort that was cut short when he was defeated by Crist last November. During the campaign, we were never able to vet where Crist stood on the issues and were never in a position to know if we were on

the same page. We do know that now, I believe, and could seek support for him in the next cycle.

Webster is new to our delegation because of redistricting, but he is not on any committees that intersect our issues, so the jury is still out. Democrat Castor had been a vocal opponent of her Republican colleagues with whom we agree on our issues, but the tide may be turning as she is co-sponsoring key language on flood with colleague Ross, so she may work herself into a position for NAAPAC support in the future because getting something done in a bi-partisan way is always better than one side forcing their agenda down the other side's throats.

Money is needed to support ideas. Money is needed to run campaigns. If you wonder if it matters – it does. If you wonder why we beat the drum so hard for NAAPAC and state APAC funds, it is because it is because those funds

come back to our own delegations – in DC and Tallahassee – and our members literally get to decide through the Government Affairs Committee who supports our ideas and who will get our support in return.

Please continue to support NAAPAC and APAC so that we continue to support the regulatory activities that best suit the industry and our members, even when progress comes incrementally over what seems like an interminable time.

Come join the BAAA GAC by letting me know you want to be more involved. The next meeting will be 9:30 June 13 at the Greystar offices in Tampa.

*Kevin Schwartz can best be reached on his cell at 727-290-8238 by phone or text, or by email at Kevin@baaahq.org. If texting, please identify yourself! And check the BAAA website for more government affairs updates. •*



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| 225802 | 2.5 Ton | GAW14L30C21S | 29-1/4"L x 29-1/4"W x 36-1/4"H |
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## What is Culture?

Culture is the shared set of assumptions, values, and beliefs of a group of people by which they organize their common life. Culture consists of concepts, values, and assumptions about life that guide behavior and are widely shared by people...[These] are transmitted generation to generation, rarely with explicit instructions, by parents... and other respected peers and elders.

Culture consists in patterned ways of thinking, feeling and reacting. The essential core of culture consists of traditional ideas and especially their attached values. Culture has been aptly compared to an iceberg. Just as an iceberg has a visible section above the waterline, and a larger, invisible section below the water line, culture has some aspects that are observable and others that can only be suspected, imagined, or intuited. Also like an iceberg, that part of culture that

is visible (observable behavior) is only a small part of a much bigger whole.

Now imagine for a moment a culture in which people do not share the same beliefs, whose people, in fact, believe the opposite of your culture. How would they view the same situation? That people from two different cultures can view the same behavior differently is precisely what makes cross-cultural encounters so challenging.

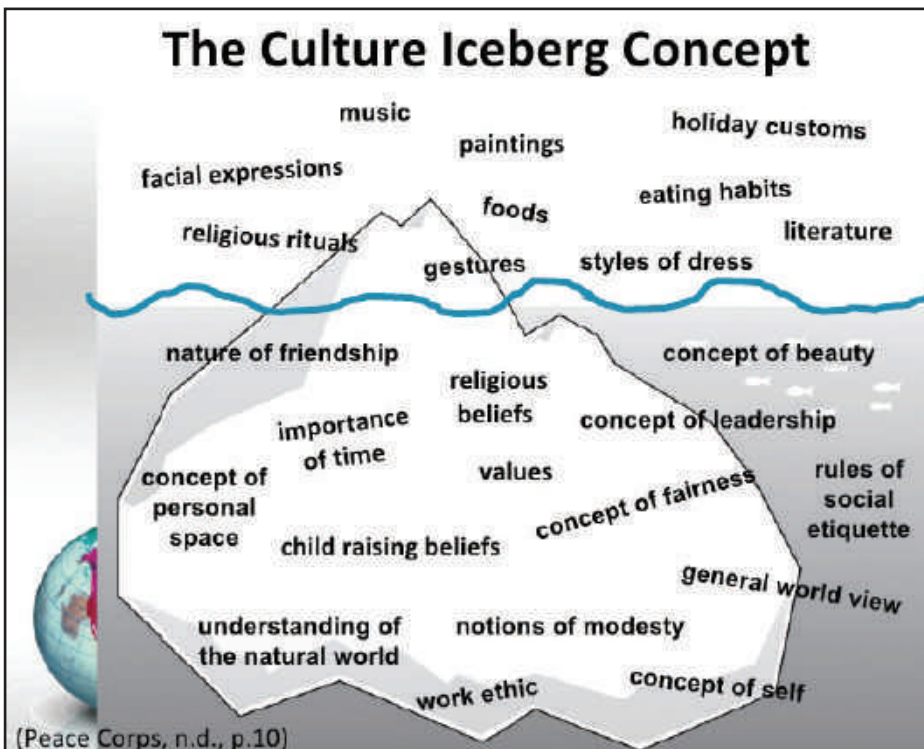
When we look at behavior, we interpret what is happening through the filter of what our culture tells us is happening. The numbered items that appear below are all features of culture. The items above the iceberg reflect observable behaviors. Those below often influence or cause the visible ones. Religious beliefs, for example, are clearly manifest in certain holiday customs, and notions of

modesty affect styles of dress.

1. Facial expressions
2. Religious beliefs
3. Religious rituals
4. Importance of time
5. Paintings
6. Values
7. Literature
8. Childraising beliefs
9. Concept of leadership
10. Gestures
11. Holiday customs
12. Concept of fairness
13. Nature of friendship
14. Notions of modesty
15. Foods
16. Eating habits
17. Understanding of the natural world
18. Concept of self
19. Work ethic
20. Music
21. Styles of dress
22. General world view
23. Concept of personal space
24. Rules of social etiquette

As more and more immigrants arrive in our country, it will become a priority to learn more about the mechanisms that influence the behaviors that different cultures reflect. Language is just one part of helping new residents acclimate to our culture – it is essential that we as housing providers make more than a half hearted gesture to understand and appreciate the cultural history that these new residents bring to their new home.

*Next month, we'll take a longer look at the human behaviors that make up the elements of culture. Information for this series is taken from Culture Matters. •*



# Quality Assurance Guarantee



House of Floors has been a family operated business since 1989. Over the past 22 years we have become the premier provider in the state of Florida servicing the multi-family housing industry. House of Floors climb to market leadership is the result of our persistent focus on delivering service and honesty upon which we have built our company's reputation. We understand that in this challenging economy, you need a flooring company who you can trust to provide excellent quality, prompt service, and the most competitive pricing. We understand your needs and we can deliver!

## How May We Help You?

At House of Floors we believe "We are better because we care!" Unlike our competitors, House of Floors is the only non-national flooring company that can service the entire state of Florida. Our success can be directly attributed to the way we do business. We offer the highest level of Customer Service, Coverage Area, and Turnaround Time, Quality, Competitive Pricing, and Environmental Responsibility.

## Service

**Does the company you are currently using, offer online, fax, phone and email ordering? Does your flooring company offer you online reporting capabilities that allow you to manage all of your ordering history?**

House of Floors appreciates how important your time is; therefore we strive to make every interaction with us as seamless as possible. We give every customer the ability to order in the way that is most convenient to them. Online ordering, over the phone, email, or via fax, we will take your order accurately and professionally no matter the modality you choose. We also understand the importance of "ease of doing business." Your time is important to us. That is why we offer a full array of

reporting tools to assist your company in controlling costs through our web based application.

**Do you ever come across a situation where a renter didn't care for their flooring like they should have and it did not last its typical lifespan?**

Have you ever had to determine what the prorated amount would be? Do you ever just need information about what was done and when? We have you covered! With a few simple clicks, you can access your Order History, Invoice History, Budget and Analysis tools, which can help you, control your capital expenditures.

## Coverage Area & Turnaround Time

**Do you have multiple properties across the state of Florida? Are they all serviced without additional trip charges or fees?**

With 8 locations across the state of Florida, we can service your property with Guaranteed Next Day Installations from the panhandle, to sunny Miami and every area in-between.

**Can the company you are currently using offer you same day and next day service?**

House of Floors provides, "Guaranteed Next Day", and "Emergency Same Day", and Saturday services to meet all of your flooring needs, and best of all you no longer have to pay additional trip charges that other flooring companies charge.

**Does the company you are using have a fully stocked warehouse to meet ALL of your flooring necessities, no matter how demanding?**

If you need something done now or 6 months from now, we are

ready and waiting with a fully stocked warehouse and showroom to provide you with the best in quality and service according to your demanding schedule and always at the same competitive price.

## Quality

**Does your carpet company provide you with licensed and insured, uniformed installers?**

With over 350 professional installers in Florida, we know how to guarantee the highest quality of work and materials. Our installers are prompt, efficient and highly skilled in flooring installations. From the moment a House of Floors uniformed installer arrives on your property, you can be assured that they will conduct themselves professionally and with as little disruption as possible to your property's residents and to your staff. Best of all, you can rely on the quality of our work. Our installers are fully licensed and bonded. Do you know if the company that you currently use can promise that?

**Do they have a quality assurance program, to ensure consistent quality work, every time?**

House of Floors has a quality assurance program to ensure our installations and materials always meet or exceed our quality assurance standards. Our installers are consistently graded on every aspect of their work, from the appearance, to timeliness and quality of installation. If you choose House of Floors, you can rely on the work to be completed on time, with the highest quality materials. House of Floors will not cut corners at the expense of your company or your residents - every time, guaranteed!

## Peace of Mind

**Do they provide lifetime installation warranties for the life of the carpet?**

If not, why are you still using them? House of Floors will change the way you handle your flooring needs! As repairs arise not related to normal "wear and tear," all you need to do is contact us and we will take care of it, free of charge, for as long as you continue to do business with our company! How much money could that add to your bottom line?

## Competitive Pricing

**Does your flooring company offer competitive statewide pricing across every property?**

Every proposal and installation is accompanied with 1/4" scale seaming diagrams. These plans are drawn to provide you with consistent yardage and cost savings. For companies with multiple locations, House of Floors is also proud to offer volume pricing in the event your property is undergoing a rehab or capital improvement upgrades.

## Environmental Responsibility

**Is your current company environmentally responsible? Are you aware your environmental impact?**

It is up to all of us to ensure we minimize our environmental impact as much as possible, so this planet can be left for future generations to enjoy as we have. We are doing our part with an industry changing initiative to provide "cradle to cradle" solutions for your flooring needs. We provide materials that are environmentally friendly and will never enter a Florida landfill. Our exclusive "Eco" line of carpet provides your company with a way to control your company's environmental footprint. To learn more about our "cradle to cradle" philosophy look us up online at [www.houseoffloors.com](http://www.houseoffloors.com)

## Don't wait, contact us today!

We at House of Floors only know how to conduct business one way and it starts with honesty. We can appreciate competition in our industry, and understand that you have a choice in which company you decide to use, so whether you are looking for the best service, coverage area, turnaround time, quality, competitive pricing or the most environmentally friendly company, you will find everything you're looking for with House of Floors!



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## Water Conservation is Everyone's Job

We need to save water every way we can. If we don't conserve, we're pouring water — and money — down the drain. It is estimated that each person in our region uses an average of 111 gallons of water each day. We can reduce water consumption by taking just a few simple steps. So stop the leaks, slow the flow and use water wisely!

Leaks are the biggest water waster. Even a small faucet leak can waste 300 or more gallons of water per month! Always be on the alert for running water from toilet tanks, dripping faucets, hoses or ice makers. Make sure the entire maintenance team is committed to water conservation and leak detection.

Florida Friendly Landscaping can be considered an expansion of Xeriscape.

Florida friendly outdoor space goes beyond Xeriscape, which was started in Colorado, to better fit our unique geography making it an asset to the environment, protecting natural resources and preserving Florida's unique beauty.

Many communities use the services of professional landscape companies, but the maintenance team should be familiar with The Florida friendly approach to landscaping principles:

**Right plant, right place** – Plants selected to suit a specific site will require minimal amounts of water, fertilizers and pesticides.

**Water efficiently** – Irrigate only when your lawn needs water. Efficient watering is the key to a healthy Florida green

space and conservation of resources.

**Fertilize appropriately** – Less is often best. Overuse of fertilizers can be hazardous to trees and plants.

**Mulch** – A 3 inch layer of mulch where needed will help retain soil moisture, prevent erosion and suppress weeds.

**Attract wildlife** – Plants in your common areas that provide food, water and shelter will attract Florida's diverse array of birds, butterflies and wildlife.

**Manage yard pests responsibly** – Unwise use of pesticides can harm people, pets, and the environment.

You can reduce your outdoor water consumption by taking simple steps.

- Check the pool system's shutoff valve, to see if it is malfunctioning
- Check for pool leaks

Irrigation systems can be automatic or manual, or a combination. The automatic system can provide an efficient method of irrigating lawns because controllers turn the system off after a predetermined time, so a measured amount of water is applied.

- Check timing devices regularly to make sure they are operating properly
- Check for broken or misdirected sprinkler heads and replace
- Make sure the rain sensor or soil moisture override is working
- Irrigate only on your watering day during the cool, early morning hours to avoid water loss by evaporation

*Excerpted with thanks from the South West Florida Water Management District [www.swfwmd.state.fl.us](http://www.swfwmd.state.fl.us)*

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## DISTRACTED DRIVING AWARENESS MONTH 2017

Driving and cell phone conversations both require a great deal of thought. When doing them at the same time, your brain is unable to do either well. It's nearly impossible to read a book while having a phone conversation. Driving while on a cell phone often results in crashes due to delayed braking times and not seeing traffic signals.

Many distractions exist while driving, but cell phones are a top distraction because so many drivers use them for long periods of time each day. Almost everyone has seen a driver distracted by a cell phone, but when you are the one distracted, you often don't realize that driver is you.

New technology in vehicles is causing us to become more distracted behind the wheel than ever before. 53% of drivers believe if manufacturers put "infotainment" dashboards and hands free technology in vehicles, they must be safe. And, with some state laws focusing on handheld bans, many drivers honestly believe they are making

the safe choice by using a hands free device. In fact, these technologies distract our brains even long after you've used them. Multitasking technology is about convenience, not safety.

Distracted drivers experience what researchers call inattention blindness, similar to that of tunnel vision. Drivers are looking out the windshield, but they do not process everything in the road-

million wireless connections in the U.S. The National Highway Traffic Safety Administration estimates that 9% of all drivers at any given time are using cell phones, and the National Safety Council estimates about one in four motor vehicle crashes involve cell phone use at the time of the crash.

A National Safety Council survey released February 15 provides a glimpse at the risky things drivers are doing in addition to excessive cell phone use. Although 83% of drivers surveyed believe driving is a safety concern, a startling number say they are comfortable speeding (64%), texting manually or through voice (47%), driving while impaired by marijuana (13%) or driving after they feel they've had too much alcohol (10%). Employers are encouraged to have a Cell Phone Policy in place for all

team members and to review the safety concerns that driving while talking or texting on their cell phones can pose.

*Information for this article provided with thanks by [www.nsc.org](http://www.nsc.org) •*



way environment that they must know to effectively monitor their surroundings, seek and identify potential hazards, and respond to unexpected situations.

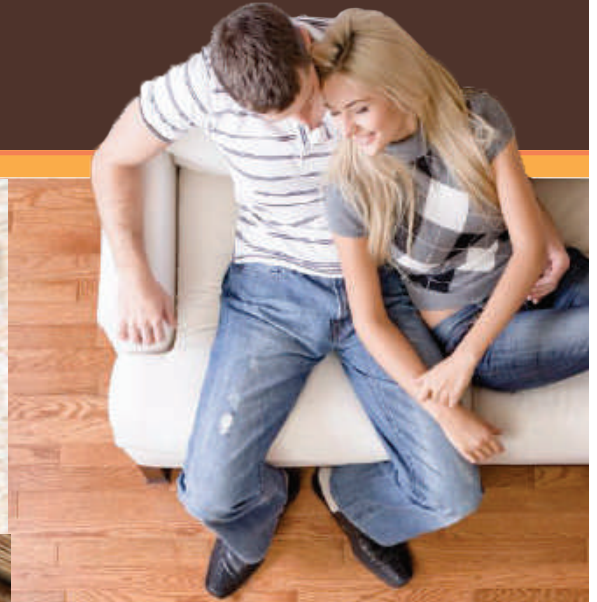
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# Lifestyle

FLOORING



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Founded in Tampa's historic Ybor City in 1963, Lifestyle Flooring has been serving the Florida apartment and homebuilding industry for 50 years. Lifestyle Flooring currently offers quality flooring solutions and exceptional custom service from locations throughout Florida, including our newest offices in Tallahassee & Ft. Myers.

We are proud to announce that we have recently changed our name from Lifestyle Carpets, Inc to Lifestyle Flooring, Inc. We have introduced a new logo and plan to unveil a new website in the coming months. The name change reflects the expansion of our business activities which include product lines beyond traditional carpets.

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[www.lifestyleflooringinc.com](http://www.lifestyleflooringinc.com)





# Can You Use the “F” Word in Business?

By JoAnna Brandi

Yep, there is an “F” word in business, and it’s FEELINGS. And I want you to start using that word often.

The “F Factor” in business is the feeling factor the way people feel about working for and doing business with you.

The customer experience is the sum total the feelings evoked as a result of any interaction at any touch point in the organization. It’s based on the customer’s perception of the value delivered, tangible and intangible.

That makes sense, right? Aah, but for those whom it still doesn’t make sense who still don’t believe that positive emotions in the workplace can lead to profits I’m going to share an exercise with you.

It won’t take long to do, and I think it will prove to you that emotions really can make or break customer loyalty and company success. Ready? Grab a pen and paper and follow these instructions, answering right from the gut:

1. Write down the names of three companies to which you, as a customer, are loyal, along with three reasons why you’re loyal to each of them (they don’t have to be big name companies). In other words, search for the REAL reasons you’re loyal to them. How do you FEEL when you do business with them? (Delighted, valued, secure, trusting, happy, cared about?) You’ll no doubt find some emotional connections of which you may not have been aware. What are the ways in which you could implement some of their customer care techniques in managing your team and serving your customers?

2. Next, write down the names of three companies with which you no longer do business. Why did they lose your business? How did they make you FEEL? (Angry, frustrated, unimportant, annoyed, suspicious?) Examine what those companies did to create those feelings. Is there anything you can do to make sure these feelings don’t occur at your company internally or externally? Dig deep here don’t just say, “I left because

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of price.” Uh uh, you left because they didn’t deliver enough VALUE for the price. What value did they fail to deliver?

3. After completing this exercise, do it with your team. The conversation that ensues will open up a cool dialog between you and your team about how you can work together to better create the kinds of “feel good” customer experiences that generate customer loyalty. Often the “feel goods” are more important than the real goods.

This exercise creates a real “AHA!” experience for managers and employees alike as they identify the important role emotions play in customer loyalty. It also encourages everyone to start thinking differently about how they deliver their products or service and thinking way outside the box is an absolute ‘must’ as we move forward in the marketplace.

*Excerpted with thanks from  
www.returnonhappiness.com •*



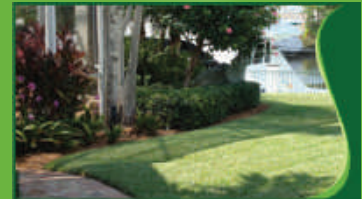
# Professional Grounds Management

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## NEW MEMBERS

### ASSOCIATES

#### Mr. Pik Up

4538 W Jean St  
Tampa FL 33614  
Howard Gipson - (813) 313-0477  
*Valet Trash Services*

#### Protective Systems

8750 Exchange Dr, #8  
Orlando FL 32809  
Aisha Ferguson - (407)988-7931  
*Fire Protection Services, Fire Sprinklers*

#### Renovia

5503 W Waters Ave  
Tampa FL 33634  
Karrie McMillan -(866) 271-2148  
*Painting Contractors, Renovations*

### COMMUNITIES

#### Hilltop Landings

**Apartments**  
37611 Colina Dr  
Dade City FL 33523  
(352)437-4518  
Units: 69



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PHOTOS









PHOTOS









PHOTOS









PHOTOS



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Promoted as "amenity"  
Saved money on rehab  
Saved time on turnover  
Insurance cost decrease  
No issues with enforcement

Fire damage  
\$\$\$ in rehab costs  
Tenant complaints  
Less market value

**84% of adults in Florida are non-smokers**



**4 out of 5 would prefer a smoke-free building policy**

**Add an amenity that will subtract your costs**

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**Hillsborough**



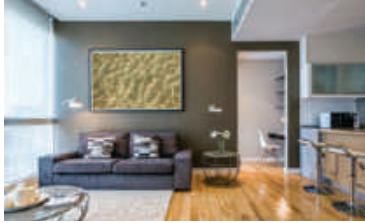
**(813) 238-4034**

**Pinellas**

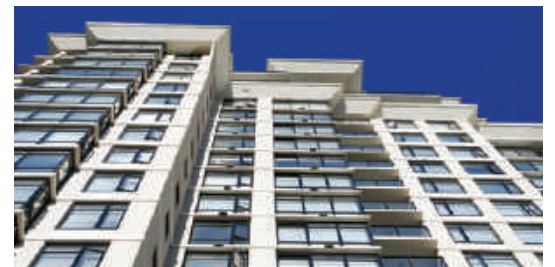


**(727) 588-4040 ext 3170**





# APARTMENTALIZE.



## Get focused. Get inspired. Get going.

The NAA Education Conference & Exposition is headed to Atlanta, and you'll want to start planning now. It's the main event. The big one. The apartment industry's can't-miss gathering of 2017. We've added more education, solutions and networking than ever before. So get ready. It's time to apartmentalize.

**Register today!**

Learn more at [www.naahq.org/educonf](http://www.naahq.org/educonf).

June 21-24, 2017 | Georgia World Congress Center | Atlanta

BAAA PRESENTS

# POKER FOR APAC

Wednesday, April 26, West Poker Room  
10490 Gandy Blvd. N, St. Petersburg FL 33702



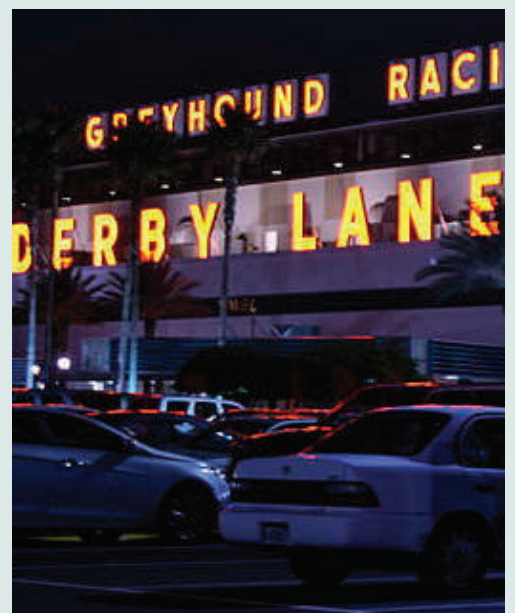
- **\$75 PER PLAYER APAC DONATION** (LIMIT 90) ADDITIONAL BUY-IN AVAILABLE FOR SAME PRICE UNTIL 8 P.M. NO ADDITIONAL OR NEW BUY-INS AFTER 8 P.M.
- **\$50 SPECTATOR (NON-PLAYER) APAC DONATION.** ENJOY AND WAGER ON EVENING GREYHOUND RACES BEGINNING AT 7:30 P.M.
- **\$200 TABLE SPONSORSHIP** (LIMIT 9) INCLUDES 1 PLAYER
- **\$500 FOOD SPONSORSHIP** (LIMIT 2) INCLUDES 1 PLAYER & 1 SPECTATOR



*This is our main APAC fundraiser for 2017. Please do your part to help BAAA meet its commitment to our industry. There is a 90-player limit.*

*Register before the tables are filled! Check-in begins at 5:30. The no-limit Texas Hold'em tournament begins promptly at 7:00 and goes until there is a winner. Top prize is \$500.*

*Second place \$250. Third place \$150. All registrations include two drink tickets and unlimited food.*



REGISTER AT [WWW.BAAAHQ.ORG](http://WWW.BAAAHQ.ORG)



BAAA CELEBRATES

# 2017 NATIONAL APARTMENT HOUSING DAY

*Join us!*  
**THURSDAY  
APRIL 6TH  
5PM - 9PM**

**WHISKEY JOE'S BAREFOOT BAR  
7720 W COURTNEY CAMPBELL  
CAUSEWAY, TAMPA, FL 33607**

**ASSOCIATE MEMBERS:  
\$45 PREREGISTERED/\$55 DOOR  
COMMUNITY MEMBERS:  
\$10 PREREGISTERED/\$20 DOOR**



*Register at  
**BAAAHQ.org!***





# 2017 Bay Area Apartment Association Trade Show: Your Best Bet Ever!



**THURSDAY, MAY  
18TH FROM 4:00 -  
8:00 PM AT THE  
FLORIDA STATE  
FAIRGROUNDS  
SPECIAL EVENTS  
CENTER** 📍

## SPONSORSHIP OPPORTUNITIES

### ♠️ HIGH ROLLERS (\$160)

Inclusion in after party sponsorship with banner in trade show hall and logo in all marketing materials. Inclusion in "Full House" contest game card. Attendees will visit your booth for needed stamp.

### ♣️ PIT BOSS (\$250)

High Roller benefits included along with directional parking signs in lot with logo.

### ♥️ PHOTOS (\$500) LIMIT 2

Pit Boss sponsorship benefits along with logo on photos taken as attendees enter show.

### ♦️ MONEY BAGS (\$500) LIMIT 4

Pit Boss sponsorship benefits along with logo on bags given out as attendees enter show.

### 🌀 CHARGING STATION (\$1000)

Contact us for details on this premier sponsorship.

## BOOTH SELECTION & REGISTRATION

- 📍 Visit <https://www.baaahq.org/events/annual-trade-show> to use our online map to select your booth starting on Wednesday, February 22nd at noon.

## TRADE SHOW EXTRAS

- 📌 Admission Tickets: \$5 in advance or \$10 at the door for attendees. Buy in bulk! Buy 10 get 12 tickets, Buy 20 get 25 tickets.
- 🍷 APAC Ring Toss: 5 tosses for \$10, 12 tosses for \$20 or \$50 pick your top shelf wrapped bottle! Don't forget to bring your unopened bottle of wine or liquor to donate!
- 🎉 Free After Party from 7:30-11:00pm on fairgrounds property for continued networking, snacks, cocktails and music! Grand prize cruise drawing to take place at 9:00 pm! Invite your clients and friends!

## EDUCATION & EVENTS

**APRIL 4**

### SPRING EDITION OFF-CAMPUS HOUSING FAIR

**11:00am to 2:00pm**  
**University of Tampa**  
**Vaughn Center Lobby**  
**401 West Kennedy Boulevard**  
**Tampa, FL 33606**  
**No Cost**

**Register at: <https://orgsync.com/88094/forms/228536>**

For the last 17 years, the Off-Campus Housing Fair has been helping on-campus students transition to off-campus housing. We have expanded the event, which will now take place each fall and spring semester. The fair will serve as an interactive and educational resource for all students to learn about off-campus communities.

**APRIL 6**

### NATIONAL APARTMENT HOUSING DAY

**5:00 to 9:00pm**  
**Whiskey Joe's**  
**7720 Courtney Campbell Causeway**  
**Tampa, FL 33607**

National Apartment Housing Day returns as NAA's members, affiliates and supplier partners across the country celebrate working in the greatest industry—apartment housing! More information coming soon!

**APRIL 11-12**  
**CAM COURSE**

**8:30am to 5:00pm**  
**Greystar**  
**4030 W Boy Scout Blvd #800**  
**Tampa, FL 33607**  
**(also May 2-3 & June 6-7)**  
**Register at [www.baaahq.org](http://www.baaahq.org)**  
**Members: \$929**  
**Non-Members: \$1029**  
**Registration & Payment by: 3/24/17**

The onsite manager is a vital link between apartment residents and the community owners and investors. CAM Key Performance Indicators:

- Occupancy Rates
- Closing Ratios

- Resident Satisfaction and Retention
- Apartment Turnover Management
- Service Request Fulfillment
- Energy Efficiencies
- Preventive Maintenance Management
- Development of Team Members
- Employee Retention
- Contractor and Vendor Management
- Revenue Management
- Income and Expense Control and Management of Cash Flow
- Budgeting and Monitoring Financial Performance to Achieve Owner's Investment Goals
- Net Operating Income

**APRIL 18**

### HVAC 'A-Z' SEMINAR

**8:30am to 3:00pm**  
**Chadwell Supply**  
**5115 Joanne Kearney Boulevard**  
**Tampa, FL 33619**  
**Members: \$59, Non-Members: \$79**  
**5 CEUs, Lunch Provided**

Learn how to troubleshoot and repair HVAC systems. Seminar includes terminology, tools, charging procedures, thermostats, evaporator coils, compressors, head pressure, fan and electrical systems and much more! Presented by: Vann Flippen

**APRIL 20**

### BOARD OF DIRECTORS MEETING

**4:30pm to 5:45pm**  
**Location TBD**

All members are welcome to attend. If you plan on attending, please register.

**APRIL 21**

### FAIR HOUSING SYMPOSIUM PROMOTING HOUSING CHOICE AND INCLUSIVE COMMUNITIES

**8:30am to 2:00pm**  
**Tampa Convention Center**  
**333 South Franklin Street**  
**Tampa, FL 33602**  
**Advance: \$30 At the Door: \$40**

**Register at: [www.pinellasrealtor.org](http://www.pinellasrealtor.org) via the Education/Events Calendar**

Nine Innovative Workshops with Two Keynote Speakers featuring:

- Affirmatively Furthering Fair Housing
- Domestic Violence: Nuisance Ordinances & Sexual Harassment
- Criminal Records Usage by Landlords
- Advertising Do's and Don'ts from the Experts
- ADA Act: Service/Assistance Animals & Reasonable Accommodations
- Legal Case Discussions
- Landlords: Housing Choice Voucher Program
- Advance Fair Housing Lending
- Fair Housing 101: Avoiding Liability

**APRIL 25**

### MORNING MOTIVATORS TOPIC: FAIR HOUSING

**9:00am to 10:30am**  
**The Boulevard**  
**2098 Seminole Boulevard**  
**Largo, FL 33778**

Learn more about BAAA's Education, Events and more. Each month our Breakfast Sponsor will hold a 30-minute mini-education seminar. RSVP Required to insure breakfast for everyone. Please note: This event is for communities/management companies. Vendors/Suppliers can only attend if they are sponsoring the event.



**APRIL 26**

### POKER FOR APAC

**5:30 to 10:00pm**  
**Derby Lane**  
**10490 Gandy Boulevard**  
**St. Petersburg, FL 33702**



**Player Tickets: \$75** - includes drink tickets, unlimited food and fun  
**Spectator Tickets: \$50** - includes drink tickets, food and the chance to play slots, watch the dogs run or root for your favorite poker player.  
 Join us for a night of no-limit Texas Hold 'Em in the West Poker Room. We can accommodate 90 players. It will be a three-hour tournament with play starting promptly at 7pm with big cash prizes to the winner. It is our major APAC fundraiser for the year.

**MAY 2 & 3  
CAM COURSE**

**8:30am to 5:00pm**  
Greystar

**4030 W Boy Scout Blvd #800  
Tampa, FL 33607  
(also June 6 & 7)**

**MAY 10  
"THE BEST VERSION  
OF YOU"**

**How to use Persuasion to Gain,  
Maintain & Retain Customers  
with Deborah Gardner, CMP**

**8:30am to 12:00pm**

**Marriott Hotel Westshore  
1001 N Westshore Boulevard  
Tampa, FL 33607**

**Members: No Cost**

**Non-Members: \$79 thru 5/1/17  
\$99 after 5/1/17**

Do you want to elevate your career path to receive top results? Looking to achieve your goals even though the market is softening? Are you anxious to receive more business and gain more respect from your customers and/or co-workers? Today's business climate has changed dramatically. Professional success is important to everyone. But, one fact is universal: Real success is impossible without great business relationships. And, in the property management profession, real success is feasible only when you gain, maintain and retain customers.

**BUCKLE YOUR SEATBELT!**

No matter what role or title (assistant, maintenance, managers, vendors, owners, consultants, advertisers and more) you have in the property management

profession, join this high energy, red bull on steroids, double espresso, content-rich, humorous and interactive program. Whether it's to provide better customer solutions, enhancing internal working relationships, reach a higher end result, crush it when selling, get ready to dive into a series of challenges to grasp new innovative ideas, techniques and strategies that work. The time has come to put YOU into action. Up for the challenge?

**PRE-WORK:**

Bring your frustrating challenges or issues that you are facing. Whether it's something while working with a customer or co-worker, let's solve them together to help create no vacancies.

**TAKEAWAYS:**

- Discover 3 key ways to create value for you and keep customers for life
- Learn what sales are really about in today's hyper-competitive world
- Participate while hearing answers to your internal and external daily issues

**MAY 23  
MORNING MOTIVATORS**

**TOPIC: TBD**

**9:00am to 10:30am**

**Location: TBD**

Learn more about BAAA's Education, Events and more. Each month our Breakfast Sponsor will hold a 30-minute mini-education seminar. RSVP Required to insure breakfast for everyone. Please note: This event is for communities/management companies. Vendors/Suppliers can only attend if they are sponsoring the event.

**MAY 25  
BOARD OF DIRECTORS  
MEETING**

**4:30pm to 6:00pm**

**Location TBD**

All members are welcome to attend. If you plan on attending, please register.

**EDUCATION & EVENTS**



**MAY 18  
ANNUAL TRADE SHOW  
"YOUR BEST BET EVER"**

**4:00 to 8:00pm**

**Florida State Fairgrounds  
Special Events Center**

**4800 U.S. Highway 301**

**Tampa, FL 33610**

**Advanced Price: \$5**

**At the Door: \$10**

Join us for our annual trade show with a casino theme making it "Your Best Bet Ever!" to attend. There will be over 100 booths with vendors displaying their best products and services.

Try your luck at the APAC Ring Toss for bottles of wine and continue the night with a free After Party from 7:30 to 11:00pm featuring networking, snacks, cocktails and music!

Reserve early at [www.baaahq.org!](http://www.baaahq.org!)

**Register  
for any event at  
[www.BAAAhq.org](http://www.BAAAhq.org)**

# CALENDAR

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 |    |    |    |    |    |    |

## APRIL

### APRIL 4

#### Spring 2017 Edition Off-Campus Housing Fair

11:00am to 2:00pm @ University of Tampa Vaughn Center Lobby

### APRIL 6

#### National Apartment Housing Day Celebration

5:00 to 9:00pm @ Whiskey Joe's

**APRIL 11 & 12** (also May 2 & 3, June 6 & 7)

#### Certified Apartment Manager - CAM Course

8:30am to 5:00pm @ Greystar

### APRIL 16

#### Easter Sunday

### APRIL 18

#### HVAC 'A-Z' Seminar

8:30am to 3:00pm @ Chadwell Supply

### APRIL 20

#### Board of Directors Meeting

4:30pm to 5:45pm @ Location TBD

### APRIL 21

#### Fair Housing Symposium

#### Promoting Housing Choice and Inclusive Communities

8:30am to 2:00pm @ Tampa Convention Center

### APRIL 22

#### Earth Day

### APRIL 25

#### Morning Motivators, Topic: Fair Housing

9:00am to 10:30am @ The Boulevard

### APRIL 26

#### Poker for APAC

5:30 to 10:00pm @ Derby Lane

## MAY

**MAY 2 & 3** (also June 6 & 7)

#### Certified Apartment Manager - CAM Course

8:30am to 5:00pm @ Greystar

### MAY 10

#### "The Best Version of You" with Deborah Gardner, CMP

8:30am to 12:00pm @ Marriott Hotel Westshore

### MAY 14

#### Mother's Day

### MAY 18

#### Annual Trade Show "Your Best Bet Ever"

4:00 to 8:00pm @ Florida State Fairgrounds

### MAY 23

#### Morning Motivators, Topic: TBD

9:00am to 10:30am @ TBD

### MAY 25

#### Board of Directors Meeting

4:30pm to 6:00pm @ Location TBD

### MAY 29

**Memorial Day** - BAAA offices will be closed.

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 |    |    |    |

You can register for any event at [www.BAAAhq.org](http://www.BAAAhq.org)  
Members must log in to the website to receive member pricing.





# Annual Trade Show

## “Your Best Bet Ever”

**DATE:**

Thursday,  
May 18, 2017

**PLACE:**

Florida State  
Fairgrounds  
Special Events Center  
4800 U.S. Hwy 301  
Tampa, FL 33610

**TIME:**

4:00 to 8:00pm

**COST:**

\$5 Advance Price  
\$10 at the Door

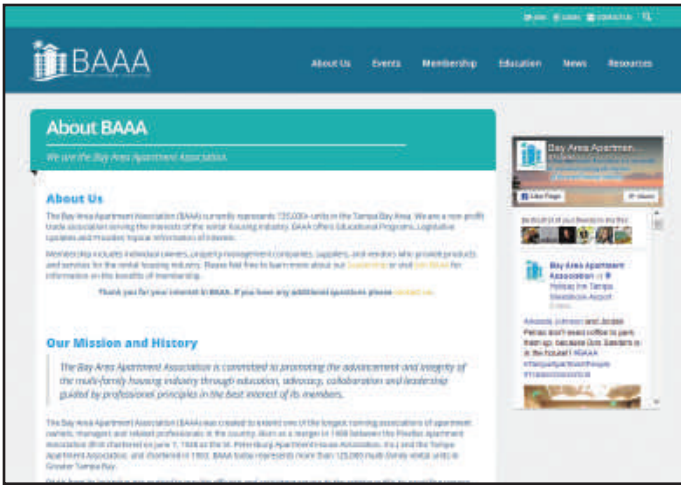
*Members must  
log in at  
[www.baaahq.org](http://www.baaahq.org)  
to register.*



Join us for our annual trade show with a casino theme making it “Your Best Bet Ever!” to attend. There will be over 100 booths with vendors displaying their best products and services.

Try your luck at the APAC Ring Toss for bottles of wine and continue the night with a free After Party from 7:30 to 11:00pm featuring networking, snacks, cocktails and music!

*Reserve early at [www.baaahq.org](http://www.baaahq.org)!*



# We Have a New Website!

In order to get the most out of your member experience, you will need to create a new BAAA login. With your login, you will be able to:

- Register for events and classes
- Update your profile information to include a photo, bio and other marketing details
- Track event attendance
- View/Pay company invoices (for company admin users)
- Access our Member Directory and more!

## BAAA MEMBERS, HERE'S HOW TO GET YOUR NEW ACCOUNT LOGIN SETUP:

1. Visit [www.baaahq.org](http://www.baaahq.org) and Click 'Join' in the top right corner.
2. Click 'Create an Account' and agree to the Terms, then create your login using your email or social media accounts.
3. Complete your contact information and click 'Complete Registration.'

Note: On-site Members:  
Parent Company = Your Community Name

**NEED HELP?  
GIVE US A CALL 813-882-0222**

## ADVERTISERS

|                                 |    |
|---------------------------------|----|
| Ameriscape                      | 17 |
| Answer Florida                  | 4  |
| BG Staffing                     | 16 |
| HCADA/FDOH                      | 25 |
| Heist, Weisse & Wolk, P.A.      | 2  |
| House of Floors of Tampa        | 9  |
| John McMillan, PA               | 10 |
| Lifestyle Flooring, Inc.        | 13 |
| Lindsey M. Porter, PA           | 36 |
| Maintenance Supply Headquarters | 7  |
| PPG Paints                      | 14 |
| Professional Grounds Management | 15 |
| Switch Electric                 | 5  |
| United Renovations Southeast    | 11 |

*For ad info call BAAA at 813-882-0222.*

## DIRECTORY UPDATE

The Member Directory is accessible on the website at [www.BAAAHQ.org](http://www.BAAAHQ.org). Please check your listing carefully. If you find something that is not right, complete the form below and return it to us. Please use this form for ALL changes or corrections to *Bayline*.

Company/Property \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Page # \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**FAX TO: (813) 884-0326  
E-MAIL: STAFF@BAAAHQ.ORG**

**MAIL TO:  
BAY AREA APARTMENT ASSOCIATION  
19031 N. DALE MABRY HWY  
LUTZ, FL 33548**



# RESERVE YOUR 2017 FIRST QUARTER SURVEY NOW



Now owners and property managers throughout the Bay Area can simply log on to [www.baaahq.org](http://www.baaahq.org) and purchase the 2017 First Quarter Survey which will be available May 1st.

The [myrentcomps.com](http://myrentcomps.com) on-line market survey software is designed specifically for property managers and owners to report their comps on-line and eliminate the need for making multiple phone calls that often go unreturned. Properties participating in the survey receive custom reports for their property, a free web-site and other benefits to encourage nearby properties to send in their information on a regular basis.

The Bay Area Apartment Association publishes the completed survey after the first and third quarter of each calendar year. The survey includes over 90 pages of detailed information in Hillsborough, Pasco, Pinellas and Polk Counties with both current and historic data. Each issue is available for purchase in both digital and print format at a discounted price for BAAA members.

Members – \$39.00 Digital Format | \$59.00 Print Format  
Non - Members – \$150.00 Digital Format | \$170.00 Print Format

Order online at [www.baaahq.org](http://www.baaahq.org)

For more information: Please call 813-882-0222.

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THE INDUSTRY STANDARD

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A silhouette of a person standing on a seesaw. The left end of the seesaw is labeled 'RISK' and is lower to the ground. The right end is labeled 'REWARD' and is higher. The person is positioned in the middle, balancing the two ends.

**RISK** **REWARD**

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**STRIKE THE RIGHT BALANCE BETWEEN RISK AND REWARD**





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