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April 2018



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On the Cover

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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.

Editor: Nena Gang (staff@baaahq.org);

Graphic Design: Sandy Cox (saundracox@verizon.net); Photos: DaveMoorePhoto.com (727) 323-5077

Dues, contributions or gifts to the Bay Area Apartment Association are not deductible as charitable contributions. For federal tax purposes, however, such dues, contributions or gifts may be deductible under other sections of the Internal Revenue Code. Please consult your tax advisor.



Many Great Things

By Robert Griffiths, BAAA Government Activities Director

Eighteen BAAA Members went to Washington DC March 13–16 for the annual NAA Legislative Conference and meetings with our elected officials.

As part of the Florida Apartment Association delegation, we met with five of our legislators to discuss our concerns about Infrastructure, CyberSecurity, Flood Insurance and ADA issues. Afterwards, we dropped off information for the two appointments that couldn't meet with us.

The other two issues, flood insurance and ADA were already through the house and waiting for the Senate to address.

This year's Florida Legislative Session ended on March 9th. Governor Scott signed HB 529 into law which will allow valet style trash collection services to continue. FAA's priority legislation was sponsored by Rep. Manny Diaz (R-103), and will protect 1,200 jobs across Florida by allowing valet style trash collection services to continue. This key legislative victory means the doorstep waste collection industry can continue to generate an economic impact of more than \$68 million annually in Florida.

HB 529 clarifies the legality of the trash collection services across Florida. The Florida Fire Prevention Code is ambiguous with regard to allowing trash containers to be placed temporarily in hallways and breeze ways. The Florida Apartment Association, in conjunction with the doorstep waste collection industry, sought clarity of the code by filing HB 529.

Halting doorstep trash collection services would eliminate jobs and disrupt a valuable apartment service. Doorstep trash collection service is allowed across the United States, and clarity in the Florida Fire Prevention Code will allow the industry to continue to do business.

Sadowski Affordable Housing Trust Fund The final budget has been sent to Governor Scott and, as noted in prior weeks, the House and Senate have adjusted affordable housing allocations in order to fund protection measures for Florida students in the wake of the mass shooting at Marjory Stoneman Douglas High School in Parkland. The governor has the ability to "line item veto" any part of the budget. FAA will continue to monitor any budget changes and will report how these changes may impact Sadowski Funds.

BAAA hosted a NAA PAC event

"All Hands on Deck" Thursday, March 29 which raised \$11,000+. There were approximately 150 registered guests for the event, and we were able to see and go aboard the SS American Victory Ship, and tour the entire boat.

The ship was built in 1945 and is only one of four World War II ships that are still operational. There was great networking, food, drinks, music and dancing along with multiple fun activities with chair massages, a caricature artist doing portraits and a magician. The raffle grand prize was an Apple Watch. The weather was beautiful and everyone had a great time.

As we move into summer, please pencil in time to meet with both your State and Federal elected representative back here in the district. I will be contacting them to set up appointments. If you would like to participate, please e-mail me at gad@baaahq.org.



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Arietta

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Sarasota FL 34232
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Avesta Woodlawn Oaks

1541 16th Street North
Saint Petersburg FL 33704
(813) 444-1544 Units: 30

Canopy of Citrus Park

13306 Canopy Grove Dr
Tampa FL 33625
(813) 265-0770 Units: 318

Gallery Bayport II

5365 Harborside Dr
Tampa FL 33615
(813) 885-4834 Units: 320

Hammock Ridge Apartments

8274 Omaha Circle
Spring Hill FL 34606
(352) 233-5234 Units: 104

Lakeside Walk

16947 Kettle Lane
Land O Lakes FL 34638
(833) 207-3985 Units: 300

Novel Riverwalk

109 W Fortune St
Tampa FL 33602
(813) 852-8080 Units: 394

Oaks at Ellenton

1651 36th Ave East
Ellenton FL 34222
(941) 729-9574 Units: 168

Park at Ravenna

5473 27th St South
St Petersburg FL 33712
(727) 867-8602 Units: 304

Progress Residential

3111 W Dr MLK Jr Blvd #750
Tampa FL 33607
(813) 773-5085 Units: 2423

Ridgelake Resort Style

Apartment Residences
5671 Mauna Loa Blvd
Sarasota FL 34240
(941) 592-5776 Units: 329

Solana Vista

5801 Fishermans Dr
Bradenton FL 34209
(941) 999-3113 Units: 200

The Addison on Long Bayou

10405 Addison Way
Seminole FL 33772
(727) 800-9857 Units: 247

The Vue at Belleair

1551 Flournoy Circle West
Clearwater FL 33765
(727) 507-8587 Units: 339

Timber Trace Apartments

11716 N 58th St
Temple Terrace FL 33617
(813) 943-6458 Units: 116

Tradition at Palm Aire

8445 Gardens Circle
Sarasota FL 34243
(941) 359-2202 Units: 248

Welcome





Spring is Here... Time to Clean the Gutters

At last, all the waiting has paid off and spring is here. Warm weather, sunshine and all nature's glory is here.

As wonderful and exciting as this is, what does that mean for your gutters?

Gutter Cleaning! Spring brings with it the necessity for a good gutter cleaning. It is critical to make sure your gutters get inspected for any damages or issues, as well as clear away all the bothersome spring debris that accumulates this time of year.

It is very important to give the gutter system a thorough visual inspection when you are up there. There are several potential issues that you need to keep an eye out for, so be sure to look for things such as:

Sagging Gutters – causing your gutters to pull away from the building. This is problematic because it can lead to water getting in behind the gutters and causing wood damage to the fascia and exterior, as well as preventing water from flowing through the system as intended. While a loose or sagging gutter is easily

fixed, left unattended it can create much larger issues over time.

Critter Damage – while they might be cute, animals can wreak havoc on your gutter systems. Small animals will nest and make homes in your gutter which can cause clogging and put strain on the gutters, not to mention increase the likelihood of critters such as mice and raccoons making their way into your attic. In addition, standing water in the gutters can lead to an increased presence of mosquitoes and other insects.

Late spring is often the beginning of the wet season, and we can be faced with a lot of rain. Ensuring your gutters are in prime condition and prepared to handle the extensive volume of water they will see during this time is critical.

We talk a lot about gutter cleaning, but many still find themselves wondering why they should bother with it. This could simply come down to the old expression “out of sight, out of mind.” Gutters do sit on the edges of your roof, and it is easy to forget about them until there is a problem.

Neglecting your gutters is a huge mistake that could cost you a small fortune. Remember that simple, preventative maintenance is cheap, but repair is expensive.

The primary purpose of your gutters is redirecting water away from the building foundation. Without the gutter system, water will pool around the foundation and seep into the ground. This water can, over time, erode the foundation and find its way into cracks and other imperfections in your walkways and paths.

Water trapped in clogged gutters is heavy. While the occasional baseball or leaves will not weigh down gutters too much but when they do clog up the extra weight begins to strain the gutters with a greater load than they were originally designed to handle. If the water sits too long, the weight can cause your gutters to collapse. This becomes even more likely when you consider that gutters are often nailed to wooden fascia boards.

Gutter cleaning is not a fun job. It is dirty work, takes time and leaves you exposed to the hot sun and insects.

It may be worth it to check out the cost of having your gutters professionally cleaned. If you have a lot of buildings, it may be more cost effective to let professional cleaners do the job. They have the equipment to work quickly through each building. Ultimately, whether a professional service is worth your time is up to you. If you do decide to clean your own gutters, just remember to stay safe and wear lots of sun screen.

*Excerpted in part with thanks from
www.aerotech.com.*



Looking for a multifamily career?
Know someone looking for help?
or just come out and support BAAA!

Wednesday, April 25th
6:00 - 8:00pm

Varela Westshore
1701 N. Lois Ave
Tampa, FL 33607

“With one-third of Americans now renting their homes, there has never been a more exciting time to be a part of the apartment housing industry,” said Robert Pinnegar, CAE, President & CEO of the National Apartment Association. “An RPM career provides a great start for college students, grads, military members in transition and well-qualified candidates seeking a career change. Our industry also provides ample opportunities to give back to the community of which you are a part.





Consider Senior Living for Your Next Apartment Adventure

Title VIII of the Civil Rights Act of 1968 (the Federal Fair Housing Act), as amended by the Fair Housing Amendments Act of 1988 (the Fair Housing Act), prohibits discrimination in housing and real estate related transactions based on race, color, religion, sex, national origin, handicap and familial status. The prohibition against discrimination based on familial status became effective March 12, 1989. The Act contained a provision exempting “senior” housing from the prohibition against familial status discrimination.

The Housing for Older Persons Act (HOPA), signed into law by President Clinton on December 28, 1995,



amended the housing for older persons exemption against familial status discrimination. The HOPA modified the statutory definition of housing for older persons as housing intended and operated for occupancy by at least one person 55 years of age or older per unit.

It eliminated the requirement that housing for older persons have signifi-

cant services and facilities specifically designed for its elderly residents.

In order to qualify for the exemption, the housing community must verify that 80 percent of the units are occupied by at least one person 55 years or older and comply with the rules issued by HUD to verify occupancy. The remaining 20 percent of units may be occupied by persons under the age of 55.

Senior Living communities provide a great opportunity for many new older residents who may have recently moved to the United States to get to meet new friends and learn about all that the Bay Area has to offer. The on-site staff can help newcomers adjust to the casual Florida lifestyle.

New residents can take advantage of their community’s amenities and get to know their way around the neighborhood. Often, you will find quieter, less stressful places nearby to relax and enjoy hobbies, games and time to read a good book in the clubhouse.

It doesn’t matter if you have been here for years or from Maine or Oklahoma — many of today’s Baby Boomers are still working and active when they want to be and take their grandchildren out for lunch when they have time! •



– Share with your Residents –

SPRING cleaning

What I don't love about the chore of spring cleaning is that once the weather gets nice I want to run outside, not be cooped up at home with rubber gloves and a duster. This month, though, is sort of that sweet spot when I can still justify a day indoors before I start to blow off my apartment for greener, sunnier pastures.

Here, I try to make the process less of a chore with our roundup of best spring-cleaning tips. Take your time, go room by room if you want, and soon enough you'll have your home prepped for the season.

- Dust shelves, blinds, vents, moldings, light fixtures. Anything that collects dust and you usually ignore. Not a fan of dusting?
- Wash your windows.
- Clean window treatments, including your shower curtain.
- Flip your mattress. It's something you should do every season. You'll get more use out of it and you'll sleep better.
- Change your winter bedding to spring, even if it just means storing heavier blankets away.
- Change your clothes from warm to cool and pack away your seasonal clothes. You'll see these unexpected benefits.
- Donate unwanted clothes.
- Vacuum and shampoo carpets and shake rugs/cushions outside. Wax wood floors too.
- Check your smoke detector batteries.
- Replace your HVAC air filters.
- Clean out your medicine cabinet and makeup bag.
- Organize your paperwork.
- Clean your computer and TV.
- Clean your deck and furniture, even your indoor/outdoor trash bins.

Excerpted with thanks from Apartment Therapy blog.

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The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask us to send you free written information about my qualifications, experience and fees.

Should You Care About Apartment Reviews?

Ratings and reviews are important to every brand that has an online presence, but especially to the multifamily industry because we market and provide one of the biggest and most personal decisions our prospects will make — a place to call home.

Thanks to apartment reviews we have the opportunity to engage with and positively impact our prospects before we even meet them. This creates a foundation for a real relationship.

Ratings and reviews supplement traditional marketing, social media efforts, and everything else out there that shapes a prospect's perception of us.

Perception truly is the only reality that counts. You have invested a great deal of time developing your brand image, your story, and the customer experience. But how does that translate to the internet and the prospect looking for an apartment? Reviews can help increase brand awareness online. Check out why you should care about apartment reviews:

CREATE CUSTOMER LOYALTY

Residents take time to leave a review because they care and they want to be heard. Apartment reviews give your residents a voice and give you a public channel to engage with them and build relationships and ultimately loyalty.

WORD OF MOUTH

Apartment reviews are a form of word of mouth marketing that work hard for you long after they are posted. There is no expiration date — they create a constant positive brand impression for prospects and help you maintain brand awareness on the internet.

REVIEWS BREED MORE REVIEWS

Existing apartment reviews for your community often encourage others to leave their own. People like to be part of a group, so the mere existence of other review sites gives new users the confidence and desire to add their own opinions.

IMPROVE RANKINGS

Reviews aren't just about customer ser-

vice and your residents. They also help improve your community's ranking on search engines. The more that is written, the more important you are to search engines and the closer to the top of the page you'll appear.

EXPERIENCE INSIGHT

Your reviews give you insight on how well you are doing. If you encourage and monitor apartment reviews, you can consistently and easily learn what your residents like and what needs improvement. As you tweak the customer experience for maximum effect this, in turn, will have a positive impact on future apartment reviews.

You should care about apartment reviews and ratings because they tell your story, influence your prospects, and keep you engaged with your residents — all leading to increased conversions and retention. Bad reviews happen — it's not about you personally. If it's true, work to change it.

Excerpted with permission and thanks from epmonline.com. •





Florida “Do Not Call” Update

Stop Unwanted Sales Calls and Texts

Florida residents who do not wish to receive sales calls or sales texts may have their residential, mobile or paging device telephone number included on the Florida Do Not Call List. Business numbers are not included on the list.

The Florida Department of Agriculture and Consumer Services received over 19,000 complaints regarding Do Not Call/Telemarketing in 2017.

Florida’s Do Not Call List has grown to include more than 1 million phone numbers since Commissioner Adam Putnam worked with the Legislature in 2012 to remove the fee to join.

Under Florida’s DNC law, it is unlawful for telemarketers to do any of the following:

- Make telephone sales calls before 8 am or after 9 pm local time
- Not provide their name and telephone number

- Use auto dialers with prerecorded messages
- Call a number on the DNC List.

WHAT CAN YOU DO TO HELP?

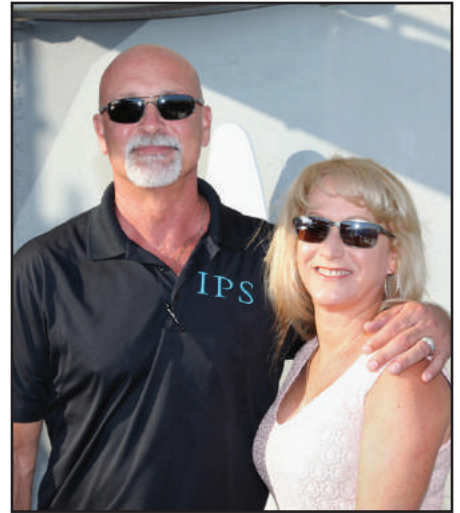
Add your numbers to Florida’s DNC List. Go to: www.fldnc.com to register.

Complaints are crucial to the success of the Florida DNC program. Any information you provide could potentially help identify violators who could face civil penalties of up to \$10,000 per incident.

In November 2017, the Federal Communications Commission adopted rules that will allow phone companies to proactively block calls that are likely to be fraudulent because they come from certain types of phone numbers. Support new technology and call blocking solutions that save time and eliminate unwanted calls.

Excerpted with thanks from www.freshfromflorida.com.

VICTORY SHIP PHOTOS



VICTORY SHIP PHOTOS



VICTORY SHIP PHOTOS



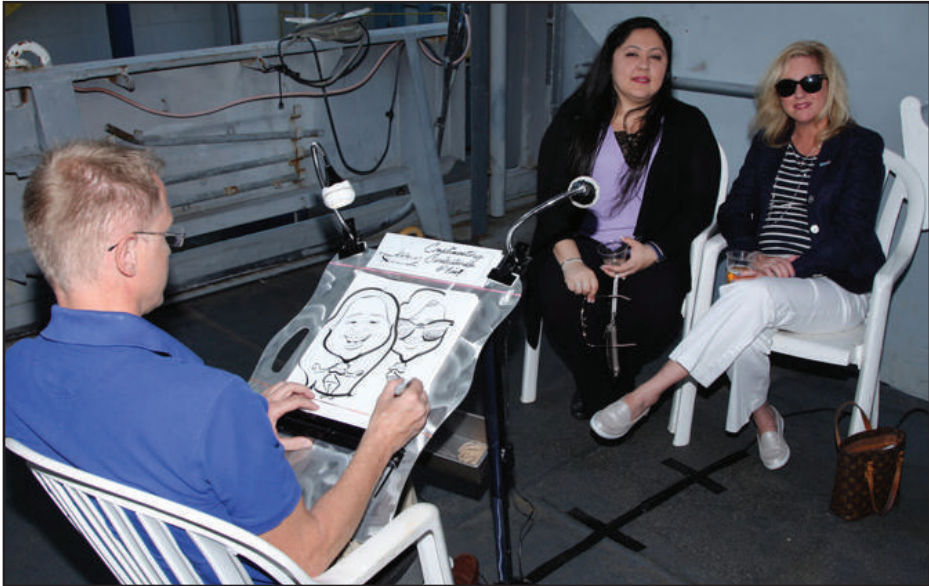
VICTORY SHIP PHOTOS



VICTORY SHIP PHOTOS



VICTORY SHIP PHOTOS



VICTORY SHIP PHOTOS



VICTORY SHIP PHOTOS





MAINTENANCE FOR MANAGERS

Wednesday
May 23rd, 2018

AS LOW AS
\$59⁰⁰
PER PERSON



One Day Maintenance for Managers Course

This class has been taught at Expos and Conferences on a National, State, and local level for many years. Topics include how to go from Good to Great, how to deal with service requests and maintenance emergencies, as well as resident retention. *This course is a MUST for Management teams: Manager, Assistant Manager & Service Manager.*

Training Topics:

- Maintenance Staff
- Customer Service
- Team Work
- Encouraging Your Staff
- Guiding Your Staff
- Handling Service Requests
- Setting Maintenance Standards
- Safety and Maintenance
- And Much More...

NEW – BAAA's Micro learning center:

<https://www.baaahq.org/micro-learning-center>

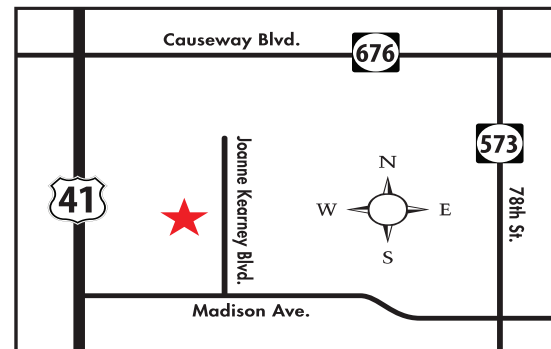
Course Information:

Location: 5115 Joanne Kearney Blvd,
Tampa, FL 33619-8602

When: Wednesday, May 23rd

Time: 8:30am - 4:00pm

Cost: \$59 Per Person (Members)
\$99 Per Person (Non-Members)
(Lunch Included)



REGISTRATION DEADLINE: Friday, May 18 (Late registrations will be accepted depending on space available.)

Note: Cancellations must be received by email to debra@baaahq.org a minimum of 3 business days prior to the event. Late cancellations and NO shows will be charged the full invoiced amount.



To Register, go to:
www.baaahq.org/events/maintenance-for-managers-and-assistants

NATIONAL APARTMENT LEASING PROFESSIONAL

Leasing professionals are the first people prospective residents meet, and often their only gauge of the property staff. This course is designed to teach these professionals skills to help them become top producers. The NALP class covers all aspects of the leasing process. You will enhance your qualifying, demonstrating and closing skills and learn how to turn your prospects into residents.

The NALP course includes:

- Keys to Success in Leasing
- Telephone Presentations
- Leasing and the Internet
- The Leasing Interview
- Rental Policies and Procedures
- Legal Aspects
- The Market Survey Presentation

Summer: May 10, 11 & June 19

Fall: September 12, 13 & October 10

Member \$449/Non-Member \$599

CAMT

CERTIFICATE FOR APARTMENT MAINTENANCE TECHNICIANS



Maintenance expenses are the single largest controllable element in any operating budget. This course is designed as an introduction for new maintenance professionals or as a refresher for the veteran employee, to give these professionals the knowledge and tools necessary to run an effective maintenance program.

- Electrical Maintenance and Repair
- Plumbing Maintenance and Repair
- Heating, Ventilation and Air Conditioning (HVAC) Maintenance and Repair
- Appliance Maintenance and Repair
- Interior and Exterior Maintenance and Repair

February 20, 21, 22 & March 22, 23

September 12, 13, 14 & October 24, 25

Member \$839/Non-Member \$989

CAS

CERTIFIED APARTMENT SUPPLIER®

Suppliers are important liaisons to the multifamily housing industry. This program is designed as an opportunity for suppliers to hear the everyday challenges faced by the apartment manager customer. The CAS program is ideal for new salespeople as well as veterans of the industry. Open to Supplier/Associate Members and covers industry information that will give attendees a better understanding of how apartment communities function and the challenges faced in day to day operations.

CAS Course Includes:

- Applicant screening, leasing contracts, and move-ins
- Rent collection, lease renewal, the move-out process, lease termination, and eviction
- Property management systems and their functions
- How community managers create a positive fair housing environment
- Minimizing risk through inspections, preventative maintenance, safety programs, and documentation
- Addressing property and environmental hazards and crime
- Analyzing property financial operations and underperformance
- Monitoring property performance to achieve an owner's investment goals
- Maximizing net operating income

April 3, 4, 5 & April 16, 17

Member: \$579/Non-Member: \$729

CREDENTIAL CLASSES

CAM

CERTIFIED APARTMENT MANAGER®

The onsite manager is a vital link between apartment residents and the community owners and investors.

The CAM training includes:

- Industry Essentials
- Financial Management
- Marketing
- Property Maintenance for Managers
- Risk Management
- Legal
- Human Resources
- Resident Experience

April 3, 4 & 5 and April 16, 17 & 18

Member: \$959/Non-Member: \$1109

SUPPLIER SUCCESS

The Supplier Success course is designed to offer an overview of the apartment industry and recommends ways that suppliers can maximize partnerships with apartment owners, apartment management companies and apartment association members. It was written by successful apartment industry suppliers with years of professional experience.

March 20 & October 22

Member: \$99/Non-Member: \$199

For more information, contact:

Debra@baaahq.org or call

(813) 882-0222 x3

EDUCATION & EVENTS

APRIL 3, 4, 5, 16 & 17 CERTIFIED APARTMENT MANAGER

Class is full.

APRIL 3, 5 & 16 CERTIFIED APARTMENT SUPPLIER

Class is full.

APRIL 12 HVAC INDUSTRY CHANGES

Check-In: 8:30am

Class: 9:00am to 3:00pm
(Lunch provided)

Chadwell Supply

5115 Joanne Kearney Boulevard
Tampa, FL 33619

\$59 Members/\$89 Non-Members

*Earn 5 CEC's towards
NAAEI Credential Renewals*

Learn about the most recent updates in HVAC changes going on in our industry including troubleshooting, diagnostics/repair, and solutions to some of the new requirements.

The seminar includes helpful information on how to charge using Super-heat and Sub-cooling and how to convert to Dew Point and Bubble Point as will be required for some of these new refrigerants.

Attendees to this class should be: Service Team Members, Community Managers, Regional Managers, and anyone that will be affected by these changes.

APRIL 13 SPIKES FOR TYKES VOLLEYBALL TOURNAMENT

10:00am to 5:00pm

Postcard Inn

6300 Gulf Boulevard
St. Petersburg Beach, FL 33706

APRIL 20 15TH ANNUAL FAIR HOUSING SYMPOSIUM "THE FAIR HOUSING ACT AT 50: PAST, PRESENT AND FUTURE"

8:00am to 2:00pm (Lunch included)

Pinellas Realtors Organization
4590 Ulmerton Road
Clearwater, FL 33762

Price: \$35 per person

***Credit Card payment required
at registration***

*BAAA attendees earn 4-CEC's
towards any NAA Credential renewal*

Learn About:

- Fundamentals of Fair Housing
- Use of Criminal Records in Selection Process
- Reasonable Accommodations and Service and Assistance Animals

APRIL 24 MORNING MOTIVATORS

9:00am to 10:30am

Location & Topic TBD

No Charge to attend

1 CEC NAA Credential Renewals

APRIL 27 EPA/UNIVERSAL CERTIFICATION CLASS

8:30am to 4:00pm (Lunch included)
Chadwell

5115 Joanne Kearney Boulevard
Tampa, FL 33619

\$149 Members/\$179 Non-Members

The Federal Clean Air Act, Section 608, requires that persons who service air conditioning and refrigeration systems containing certain regulated refrigerants be certified under an approved Federal EPA course. Only certified technicians may purchase any regulated refrigerants or pre-charged part with a regulated refrigerant from Chadwell Supply or other HVAC suppliers.

MAY 10, 11 & JUNE 19 NATIONAL APARTMENT LEASING PROFESSIONAL

8:30 to 9:00am - Check-In/Coffee

9:00am to 4:30pm - Class

Lunch provided

Sailport Waterfront Suites
2506 North Rocky Point Drive
Tampa, FL 33607

Member \$839/Non-Member \$989

Leasing professionals are the first people prospective residents meet, and often their only gauge of the property staff. This course is designed to teach these professionals skills to help them become top producers. The NALP class covers all aspects of the leasing process. You will enhance your qualifying, demonstrating and closing skills and learn how to turn your prospects into residents.

The NALP course includes:

- Keys to Success in Leasing
- Telephone Presentations
- Leasing and the Internet
- The Leasing Interview
- Rental Policies and Procedures
- Legal Aspects
- The Market Survey Presentation

MAY 15 FAIR HOUSING SEMINAR IN LAKELAND

8:30 - Check-In

9:00am to 12:00pm - Program

Location TBD

\$59 Members/\$89 Non-Members

Earn 3-CEC's toward

NAA Credential Renewals

Instructor: Laura Policy, NAAEI Faculty will present the following topics:

- Criminal Background Checks
- Disparate Impact
- Assistance & Emotional Support Animals
- Modifications & Reasonable Accommodations
- Record Keeping

MAY 16
FAIR HOUSING SEMINAR
**IN BRADENTON/
SARASOTA**

8:30 - Check-In
9:00am to 12:00pm - Program
Location TBD
\$59 Members/\$89 Non-Members
Earn 3-CEC's toward
NAA Credential Renewals

Instructor: Laura Policy, NAAEI Faculty will present the following topics:

- Criminal Background Checks
- Disparate Impact
- Assistance & Emotional Support Animals
- Modifications & Reasonable Accommodations
- Record Keeping

MAY 17
ANNUAL TRADE SHOW
"THERE'S NO PLACE
LIKE HOME"

4:00 to 8:00pm
Florida State Fairgrounds
Special Events Center
4800 U.S. Highway 301
Tampa, FL 33610
Cost: \$10

Join us for our annual trade show with a Wizard of Oz theme "There's No Place Like Home!" There will be over 100 booths with vendors displaying their best products and services.

- Play Toss a Hat for APAC.
- Complete Dorothy's Ruby Red Slipper Game
- Take Selfies with the Oz crew
- Enjoy the Flying Monkey After Party from 7:30 to 11:00pm featuring networking, snacks, cocktails and music!

Reserve early at www.baaahq.org!

MAY 18
HVAC INDUSTRY
CHANGES

8:30am - Check-In
9:00am to 3:00pm - Class
(Lunch provided)
Chadwell Supply
5115 Joanne Kearney Boulevard
Tampa, FL 33619
Members \$59/Non-Members \$89
Earn 5 CEC's towards
NAAEI Credential Renewals

Learn about the most recent updates in HVAC changes going on in our industry including troubleshooting, diagnostics/repair, and solutions to some of the new requirements.

The seminar includes helpful information on how to charge using Super-heat and Sub-cooling and how to convert to Dew Point and Bubble Point as will be required for some of these new refrigerants.

Attendees to this class should be: Service Team Members, Community Managers, Regional Managers, and anyone that will be affected by these changes.

MAY 22
MORNING
"MEET & LEARN"

Monthly Education & Networking
for all Community Staff
8:45 to 10:30am
Details Coming Soon.

MAY 22
AFTERNOON
"MEET & LEARN"

Monthly Education & Networking
for all Community Staff
2:00 to 10:30pm
Details Coming Soon.

EDUCATION & EVENTS

MAY 23
MAINTENANCE FOR
MANAGERS
ASSISTANT & SERVICE
MANAGERS

8:30 to 9:00am - Check/In & Coffee
9:00am to 4:00pm - Seminar
Lunch included
Chadwell Supply
5115 Joanne Kearney Boulevard
Tampa, FL 33619
Members \$59/Non-Members \$99

This course is a must for Managers, Assistants & Service Managers. Training topics include:

- Maintenance Staff
- Customer Service
- Team Work
- Encouraging Your Staff
- Guiding Your Staff
- Handling Service Requests
- Setting Maintenance Standards
- Safety and Maintenance

MAY 24
BOARD OF DIRECTORS
MEETING

4:30pm to 6:00pm
Tampa Housing Authority
5301 W. Cypress St.
Tampa, FL 33607

All Members are welcome to attend our Board of Directors Meeting! To insure adequate seating, reservations are mandatory for this meeting. If you plan on attending, please register.

Register for any event at
www.BAAAhq.org

Reservations and cancellations accepted
up to 48 hours before event.

No shows and non-cancelled reservations will be invoiced.

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					

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		

APRIL

APRIL 3, 4, 5, 16 & 17

Certified Apartment Manager (Class is full)

APRIL 3, 5 & 16

Certified Apartment Supplier (Class is full)

APRIL 12

HVAC Industry Changes

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

APRIL 13

Spikes for Tykes Volleyball Tournament

10:00am to 5:00pm @ Postcard Inn St. Pete Beach

APRIL 20

15th Annual Fair Housing Symposium

8:00am to 2:00pm @ Pinellas Realtors Organization

APRIL 24

Morning Motivators

9:00am to 10:30am @ Location TBD

APRIL 27

EPA/Universal Certification Class

8:30am to 4:00pm @ Chadwell Supply

MAY

MAY 10, 11 & JUNE 19

National Apartment Leasing Professional

8:30 to 4:30pm @ Sailport Waterfront Suites

MAY 13

Mother's Day

MAY 15

Fair Housing Seminar in Lakeland

8:30 to 12:00pm, Location TBD

MAY 16

Fair Housing Seminar in Bradenton/Sarasota

8:30 to 12:00pm, Location TBD

MAY 17

Annual Trade Show

4:00 to 8:00pm @ Florida State Fairgrounds Special Events Center

MAY 18

HVAC Industry Changes

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

MAY 22

Morning "Meet & Learn"

8:45 to 10:30am, Details Coming Soon

MAY 22

Afternoon "Meet & Learn"

2:00 to 3:30pm, Details Coming Soon

MAY 23

Maintenance For Managers, Assistant & Service Managers

8:30 to 4:00pm @ Chadwell Supply

MAY 24

Board of Directors Meeting

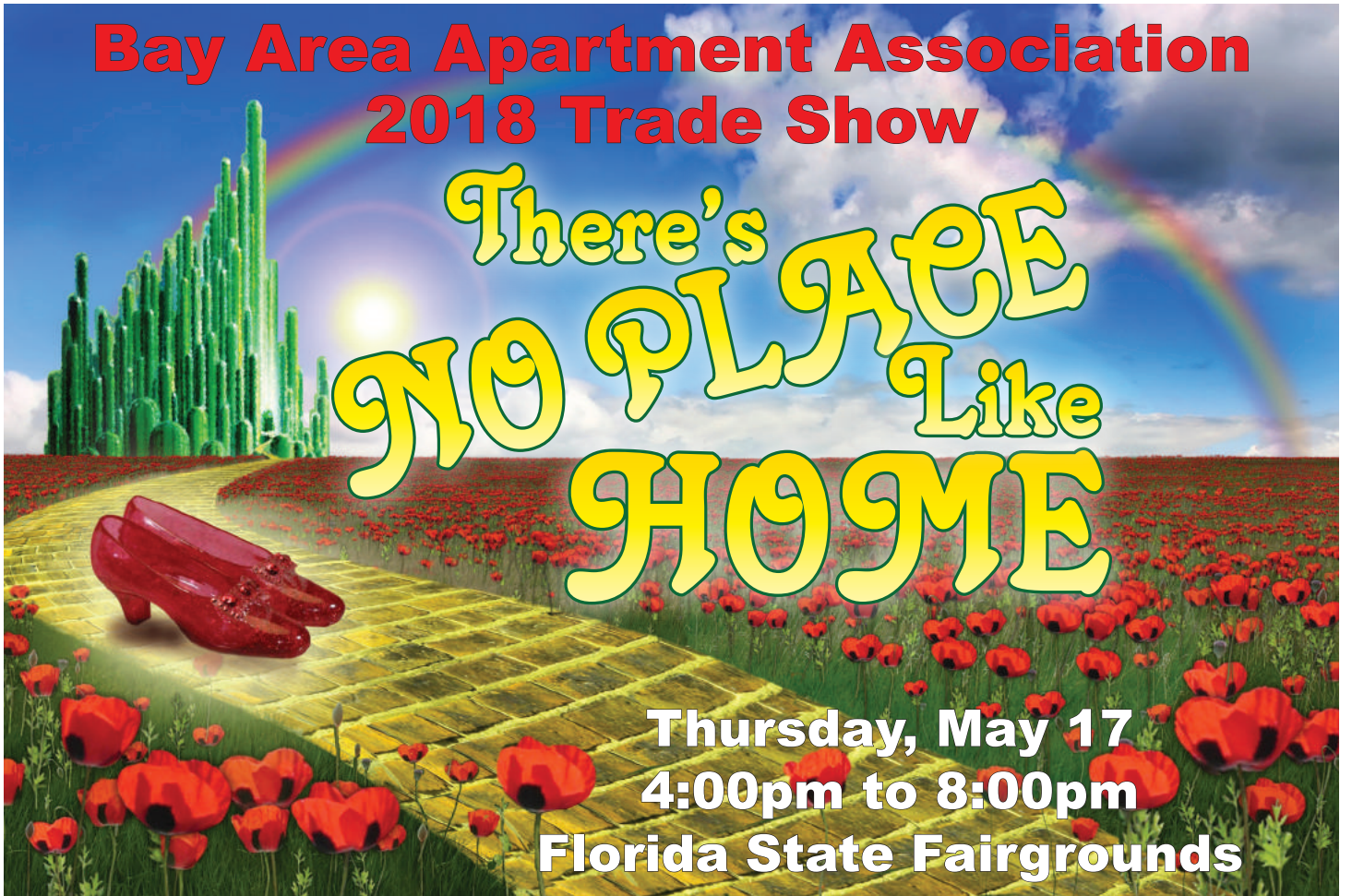
4:30pm to 6:00pm @ Tampa Housing Authority

MAY 28

Memorial Day - BAAA offices will be closed.

Bay Area Apartment Association 2018 Trade Show

There's **NO PLACE** Like **HOME**



**Thursday, May 17
4:00pm to 8:00pm
Florida State Fairgrounds**

Special Events Center • 4800 U.S. Highway 301 • Tampa, FL 33610

Attendee Tickets: \$10

Buy yours at baaahq.org/events/2018-trade-show

*Must be employed in the multi-family housing industry ages 18+ only.
Non-exhibiting vendors/suppliers are prohibited from attending.*



Toss a Hat for APAC!

5 tosses for \$10 or
12 tosses for \$20



Complete Dorothy's Ruby Red Slipper Game Card

for your chance to win Dorothy's
Basket of \$500 Cash! 2 Winners!



Take a Selfie

with Dorothy, the Tin Man and their
friends using our Snap Chat filter!



Enjoy The Flying Monkey After Party

next door from 7:30pm - 11:00pm
Live DJ, cocktails, food, continued networking and
2nd game card drawing to take place at 9:00pm!

ADVERTISING IN BAYLINE

Monthly Cost:

Fourth Page B/W

Non-Member Price: \$155

Member Price: \$125

Fourth Page Color

Non-Member Price: \$255

Member Price: \$175

Full Page B/W

Non-Member Price: \$350

Member Price: \$250

Full Page Color

Non-Member Price: \$450

Member Price: \$385

Half Page Horizontal

B/W Non-Member Price: \$200

Member Price: \$175

Half Page Horizontal Color

Non-Member Price: \$300

Member Price: \$225

Half Page Vertical B/W

Non-Member Price: \$225

Member Price: \$200

Half Page Vertical Color

Non-Member Price: \$325

Member Price: \$250

Third Page Vertical B/W

Non-Member Price: \$180

Member Price: \$150

Third Page Vertical Color

Non-Member Price: \$280

Member Price: \$200

*For more advertising info call
BAAA at 813-882-0222 or
go to www.BAAAHQ.org*

ADVERTISERS

Lindsey M. Porter, PA 9

Switch Electric 2

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

BAAA WEBSITE

**Have you created an account on our website?
Get the most out of your membership!**

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
- And, much more!

In order to create your new login, please complete the steps below.

1. Visit <https://www.baaahq.org/login>
2. Click "Create an Account"
3. Agree to the Terms and Conditions
4. Enter your email and select a password.
(You can also choose to login using your Facebook or Google+)
5. You may be prompted for contact information.
If so, enter it and click "Complete Registration."

*If you need help, call
BAAA at 813-882-022*

GET YOUR 2018 FIRST QUARTER SURVEY COMING IN MAY



Owners and property managers throughout the Bay Area can simply log on to www.baaahq.org and purchase the 2018 First Quarter Survey when it arrives.

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

NAA Click&Lease
THE INDUSTRY STANDARD

Powered by Blue Moon Software



Designed to maximize profit and mitigate risk, **NAA CLICK & LEASE** provides the support and stability for leasing success.

Learn more WWW.NAAHQ.ORG/LEASE

STRIKE THE RIGHT BALANCE BETWEEN RISK AND REWARD



Be at the center of it all

APARTMENTALIZE
Powered by NAA

June 13-16, 2018
San Diego

NAA
NATIONAL APARTMENT ASSOCIATION



The NAA Education Conference & Exposition has been renamed as Apartmentalize! It's the same conference that you've come to expect from NAA, but with a new name. Join us to Apartmentalize in sunny San Diego, which means taking your career, your company and the experience your residents receive to the next level. Achieve greater success in all three areas by joining us in San Diego to attend the apartment housing industry's premiere event.

Be at the center of it all.

JUST ANNOUNCED!

Thursday, June 14 from 12:45 a.m. - 2:15 p.m.

Mike Rowe, Executive Producer, Show Host Best known for the hit series Dirty Jobs



From the Baltimore Opera to QVC shopping channel, Executive Producer and Show Host Mike Rowe has had hundreds of jobs and relished his role as a chronic freelancer. Through his work with the mikeroweWORKS Foundation, traveling as an apprentice on Dirty Jobs, and now on Facebook's groundbreaking series Returning the Favor, Mr. Rowe has taught us to appreciate people who aren't afraid of a hard day's work.

Friday, June 15 from 3:15 p.m. to 4:45 p.m.

Alex Rodriguez, Founder and CEO of A-Rod Corp, 2009 World Series Champion



A 3-time MVP for the NY Yankees and 14-time all-star, Mr. Rodriguez is not only one of the greatest athletes in the world, but also a rental housing champion as the founder of a tremendously successful, fully-integrated real estate investment and development firm, A-Rod Corp.

Saturday, June 16 from 8:45 a.m. to 10:45 a.m.

Shabnam Mogharabi, CEO of SoulPancake & New York Times Bestselling Author



With more than 15 years of experience in media and entertainment building startups and organizations with an emphasis on digital content, social platforms, production and news, Ms. Mogharabi is CEO of SoulPancake, an inspiring company she co-founded with actor Rainn Wilson that creates daily positive, socially conscious videos about human connection.

For More Information:

National Apartment Association (703) 518-6141

<https://www.naahq.org/apartmentalize>