

BAYLINE

December 2016



*it's
the most
wonderful time
of the year*



Their home.
Your property.
Our passion.



UNITED
RENOVATIONS
SOUTHEAST

A FULL SERVICE RENOVATION CONTRACTOR FOR ALL OF YOUR MULTIFAMILY PROPERTY NEEDS

www.unitedrenovations.com

813.530.9778



19031 N. Dale Mabry Hwy.
Lutz, FL 33548
813-882-0222
Fax: 813-884-0326
E-mail: staff@BAAAhq.org
Website: www.BAAAhq.org

OFFICERS

President

Jordan Petras, *Carroll Management Group*

1st Vice President

Chris Koback, *Weller Residential*

Treasurer

Lisa Dailey, *Balfour Beatty Communities*

Secretary

Amy Coletti, *Meadow Wood Property Company*

Immediate Past President

Cecilia Ford, *Pinnacle Family of Companies*

DIRECTORS

Stacey Allison, *Berkshire Management*

Lori Borgman, *GCI Residential*

Sandy Clark, *Sentinel*

Jimmy Chestnut, *Carroll Management Group*

Elizabeth Collins, *JMG Realty*

Leslie DeMaio, *Milestone Management*

Chad Dewald, *Franklin Street*

Ken Fitzgerald, *Bell Partners*

Brandy Hall, *Cottonwood Residential*

Frank Ingrassia, *Milestone Management*

Malissa Lich, *The Habitat Company*

Amanda Macko, *Lincoln Property Company*

Tara McBride, *JMG Realty*

Wendy Milenkevich, *Windtree*

Bennie Santiago, *Collier Companies*

Clint Snouwaert, *Weller Residential*

Tanya Stewart

ASSOCIATE'S COUNCIL

President

Melissa Ink, *Sherwin-Williams Floorcoverings*

Vice President

Lisa Lavigne, *ForRent Media Solutions*

Immediate Past President

Christina Knight, *Terminix*

HONORARY DIRECTORS

Leonard Burke, *Tampa Housing Authority*

Charessa Stepanek, *Clearwater Housing Authority*

PAST PRESIDENTS

Dan Allen, *Complete Climate Control*

Teri Allen, *Millennium Property Management*

Cindy Fredlund, *Camden*

Rod Graber, *The Continental Group*

Lori Krull, *Weller Management*

Marc Rosenwasser, *Meadow Wood Property Co*

David Watkins, Jr., *Watkins Realty Services*

Robert Griffiths, *Watkins Realty Services*

Susan Truesdale, *Monument Real Estate Services*

Dana Hammond, *Robbins Property Associates*

FAA OFFICES

105 E. Robinson Street #301, Orlando, FL 32801
407-960-2910, www.faaahq.org

NAA OFFICES

4300 Wilson Blvd., #400, Arlington, VA 22203
703-518-6141, www.naahq.org

CONTENTS

4

Overcoming Loneliness During the Holidays

12

Good Customer Service Never Goes Out of Style

14

Holidays Networking Etiquette

16

2016 NAA Credential Graduates

17

Maintenance Appreciation Night & Cornhole Contest Photos

On the Cover

Happy Holidays from the staff at GMS Group!

REGULAR FEATURES

6 Government Action Update • *Communications Will Get a New Focus*

8 Diversity Digest • *Home...A Welcome Place at the End of the Day*

10 Maintenance Matters • *Drain S.O.S.*

29 Education & Events • *January & February*

32 Calendar • *December & January*

33 Membership Meeting • *Legislative Update*

34 New Members • *Welcome*

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.

Overcoming Loneliness During the Holidays

By Dr. Sara Taylor

Most of us look upon the holidays with joy and excitement, but for some it can often create feelings of loneliness and even despair. Traditionally, the holidays are thought to be the time of year to spend with the people you love. But will you be with all of them? Have you lost someone dear to you this past year? Are you with these people and still feel lonely? Such feelings are very common and are often laced with additional feelings of guilt, unhappiness and isolation.

How do I recognize if my loneliness during the holidays is normal?

First of all, it is important to realize that one in four Americans report experiencing loneliness during the holiday season. Loneliness is often a perception of being alone. It can be that feeling of being alone even in a crowded room. Feelings of isolation and rejection can also lead to feelings of loneliness. During the holidays, we are supposed to spend it with family and friends, so even if you are, you may still feel alone and empty.

It is impossible to never feel lonely. At some point, we all have or will experience it. To a certain degree,

this can be normal. PsychCentral's quiz, The Loneliness Quiz, quantifies your loneliness in very general terms recognizing sometimes loneliness is normal.

Social media has added an interesting twist to the concept of loneliness given that people can connect anytime, anywhere and perceive that they are not alone. A popular You Tube video The Innovation of Loneliness is worth watching and delivers an important message: social media makes us think that we never have to be alone. However, the video concludes with the idea that if we don't know how to be alone, we will only know how to be lonely. This definitely has some truth to it.

How do you push aside feelings of loneliness and face the holiday season?

1. Recognize and accept –

Acknowledging your feelings of disappointment and loneliness over the holidays will help you move past them. Recognizing and accepting that you feel alone, disconnected or unhappy is okay. Labeling your emotions may help you temporize how you feel.

2. Plan ahead –

The holidays are only a month away and you already know that you will be alone, that it won't be with your family, or that it will be different than usual (i.e. death, divorce, etc). Make plans to do something new. Maybe you can plan a mini getaway or connect with an old friend.

Continued on page 11.

MONTH SERVICE • ASK ABOUT

ANSWER FLORIDA'S FREE

Better Service! Better Price!

- **Low Flat Monthly Rate**
- **Instant Emergency Notification**
- **All Emergency Calls Copied**
- **Customized For Your Property**
- **Exceptional Customer Service**

727-343-1111



ANSWER FLORIDA
Better Service. Better Price.

ANSWER FLORIDA'S FREE

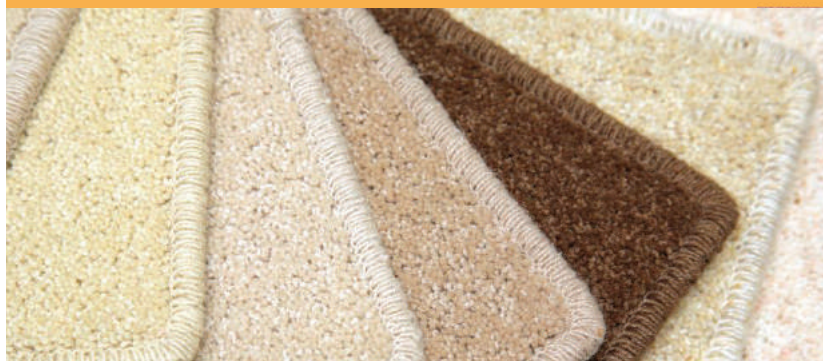
MONTH SERVICE • ASK ABOUT

4 • December 2016 • Bayline



Lifestyle

FLOORING



Flooring to fit any lifestyle!

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.

TAMPA

ORLANDO

MELBOURNE

FT. MYERS NEW OFFICE!

TALLAHASSEE NEW OFFICE!

JACKSONVILLE

GAINESVILLE

DAYTONA BEACH

SARASOTA



We proudly recycle
used carpet & padding

1(877) 383-1062

www.lifestyleflooringinc.com



Communications Will Get a New Focus

By Kevin Schwartz, BAAA Government Affairs Director

The New Year will usher in a fresh attempt by the BAAA board of directors to harness all the old and new communication tools available to a forward-thinking trade association in order to improve how it interacts with its members and public audiences.

In a strategic communication initiative in mid-2015, the board determined that it should be regularly communicating with a purpose to several distinct BAAA audiences: Members, prospective members, its own leadership, governments, owners, developers, brokers and lenders.

But there were processes and tools that had to be built and acquired. That part of the equation is largely done with the coming launch of the Novi AMS content management system and new website and the 200 percent growth of engagement for BAAA on its Twitter and Facebook pages in the last year.

Internal communication has been enhanced with a member texting system and enhanced web capabilities for promoting events and a new management phone system. A media kit folder has made our message attractive and accessible to local journalists looking for a story, and I have spent a good chunk of time meeting with these folks, handing out folders and laying the groundwork for future coverage of the industry locally and pitching stories and angles or providing research.

So the board has directed vice president Chris Koback to chair the new

communication effort with a Communication Subcommittee of the Membership Committee – effectively decoupling the effort from the Government Affairs Communications Committee. The new subcommittee will kick off its efforts with an informal roundtable open to all BAAA members in late January. The Government Affairs Committee will subsequently adjust its focus to – well – government, regulatory and legislative affairs.

“I want to formalize and improve the communication to members and those outside,” says Chris. “I want us to manage the reputation, branding and PR of the association and make sure we have some structure to keep that effort in place.”

Areas to target for improvement may include the timeliness of which BAAA packages its event coverage so it is not stale by the time it is offered to the press. The great photo spreads in Bayline and on the Facebook page could be enhanced by ensuring that everyone pictured is identified by name and corporate affiliation.

To get that done effectively requires the calendar to be coordinated for coverage well in advance so all who are interested in helping can plan for their roles.

Very soon members will be invited to join the effort starting at the January roundtable. If you have any input in the meantime, please do not hesitate to reach out to Chris at ckinflorida@gmail.com or to my contact info below.

MAKE OUR VOICE HEARD IN TALLAHASSEE

BAAA will again be providing bus transportation to Tallahassee for the 2017 Legislative Days scheduled for February 7-8.

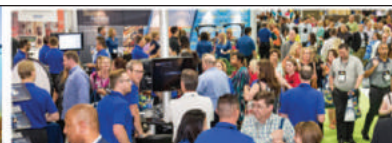
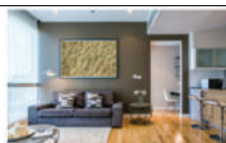
We will be arriving pre-session during committee weeks which should provide an ideal atmosphere for meeting with our elected state house representatives and senators from Tampa Bay. You will join your fellow members and peers and friends from across the state as we team up to make one loud, powerful voice on a single day.

This session, FAA will advocate for the full funding of the Sadowski Affordable Housing Trust Fund and retaining the 10 percent cap on commercial property tax rates in addition to fending off a host of unnecessary regulatory actions unfriendly to the industry that are certain to come up.

Registration and hotel booking is available now at <http://www.faaq.org/legislative-conference>.

Please do not wait as the Tally hotel block fills up very quickly and alternatives are nearly impossible to find. The bus could also fill up.

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. •



APARTMENTALIZE.



June 21-24, 2017
Georgia World Congress Center
Atlanta

Registration is OPEN!

It's time to **Apartmentalize**, 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 Atlanta to attend the apartment industry's premiere event - the 2017 NAA Education Conference & Exposition. Learn from world-class speakers and industry experts, network with nearly 10,000 of your peers, and get access to innovative products and services from over 450 top suppliers. Get Focused. Get Inspired. Get Going.

Announcing Our Game Changer Speakers:



Tech Life 2020

Friday, June 23 | 2:00pm - 3:00pm

Daniel Sieberg is an Emmy-Nominated and Award-Winning TV Correspondent and the Head of Media Outreach and Official Spokesperson at Google. Routinely appearing on TV and radio to talk about a wide variety of Google's products and initiatives, he gives us a glimpse into how the constantly evolving world of technology will impact businesses in the future.



Transform the Norm

Friday, June 23 | 12:45pm - 1:45pm

As a former Google executive and the current Head of Social Innovation at Warby Parker, **Anjali Kumar** knows about brands that transform lifestyles. She will impart powerful lessons learned from her time at these two industry-leading companies.

Sponsored by:



Design Thinking at Work

Thursday, June 22 | 11:15am - 12:15pm

Sarah Prevette is a rising entrepreneur and business leader who is passionate about engineering creativity and innovation in a workplace culture. She is one of the hosts of Oxygen's new reality show "Guilt Your Day Job," which is focused on helping new entrepreneurs.



Achieving Business Success in Male-Dominated Industries

Thursday, June 22 | 10:00am - 11:00am

Manjit Minhas is an entrepreneur and judge on CBC's Dragons' Den who shares business lessons with equal parts force and finesse. Minhas runs a \$155 million brewery—the 10th largest worldwide—that she helped build from scratch. Her unprecedented success demolished stereotypes, surprised her competitors, and cleared a path for entrepreneurs of every age and gender.



Viral Business: Inspiring Customer Loyalty

Thursday, June 22 | 8:45am - 9:45am

Over the past decade, Johnny Cupcakes, founded by **Johnny Earle**, has grown to a multi-million dollar, highly exclusive t-shirt brand driven by a community of world-wide collectors. Johnny shares his story of how he took his t-shirt brand from the trunk of his rusty car at age 19, with a learning disability, to some of the world's most sought after retail locations.

Register at: <http://educonf.naahq.org/education-conference/register>



Home... A Welcome Place at the End of the Day

Living conditions in many parts of the world have worsened to the point that many people are coming to this country in hope of a better future for their families often leaving behind old lifestyles, friends and jobs.

Terminology used to discuss about culturally and linguistically diverse individuals living in the United States can be confusing. However, because the terms are important insofar as immigration status affects the benefits and services a person may be eligible for, it is helpful to better understand and define them.

REFUGEE

Refugee generally refers to someone who has arrived through the refugee resettlement program. Under the 1951 Refugee Convention, a refugee is someone who has fled their country "owing to well founded fear of being persecuted for reasons of race, religion, nationality,

membership of a particular social group or political opinion." This generally means they've fled their country and received refugee status in another country and then were accepted for resettlement by the U.S. Refugees are eligible for employment through their status.

ASYLUM SEEKER

These individuals arrive in the U.S. with non-immigrant status and apply for asylum as they are considered in need of protection. Once they are granted asylee status, they are eligible for the same services and benefits as a refugee.

IMMIGRANT

Generally, this term is used to refer to someone who voluntarily enters a new country with the intent to live and work there for an extended period of time. This includes those who enter legally (such as refugees) or illegally (undocumented individuals). An immigrant may

be a student, a refugee, or an undocumented migrant farm worker.

All these transplanted families are faced with sacrifices that most of us never have to deal with in our day to day activities.

Many new arrivals will begin their new lives in an apartment rental when they arrive. A number of resources are available to help those interested in developing a better understanding of life in the United States no matter what their status.

One of the best resources is the 2-1-1 Community Service Help Line in your community. If your apartment community has welcomed new residents from other countries at your property, everything you do to assist them will be appreciated and will create loyalty and help build a strong sense of being part of Tampa Bay.

The 2-1-1 Help Line provides assistance in local communities about a variety of resources:

- Physical and mental health services
- Employment supports
- Housing
- Food assistance
- Services for elderly
- Persons with disabilities
- Children, youth, and families

We all will benefit from enriching and sharing our cultures and welcoming our new residents.



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

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!





Drain S.O.S.

The winter holidays are a festive time for many of your residents, but they can also be a particularly tough time for your plumbing and sewer lines.

The incorrect disposal of cooking grease, overuse of garbage disposals and improper or excessive disposal of paper waste can result in clogged drains and are frequent culprits of pipe clogging sewer problems during this time of year.

Garbage disposals increase the kinds of items that can be safely disposed of by finely chopping up waste material small enough to be carried away by the waste water in the pipes. Grease buildup problems can start slowly over time and finally come to fruition in the form of a clogged sink when your residents least expect it, when they need the use of their sink the most.

No one wants to be the lucky “on call” recipient of the panic phone call from a resident on Christmas morning who is in tears and telling you about the overflowing sink. Before the holiday, consider sending a reminder to residents about garbage disposal etiquette. These simple reminders may help save the big day for everyone.

- Turn the cold water on first, then start the disposal. Put small amounts at a time in the disposal until you have completed the task. Turn off the disposal and let the water run 15 - 20 seconds longer.
- Never pour oil or grease down the drain. Baking, frying and roasting can result in beautiful holiday dinners, but also in excess cooking oils, grease and fats that need disposal. Rather than pour

them down a drain, put cooled fats and oils into a garbage bag or into a sealed container before disposing in the trash. Even small amounts of grease can cause a problem.

- Take care with table scraps. Rather than use a garbage disposal, avoid using the disposal for celery stalks, poultry skins and bones, starchy potato peels, rice, banana peels and stringy fibrous waste (coffee grinds, corn husks) down the drain.
- Always ask the resident if they have used a drain cleaner before you begin the service call to avoid the potential danger of a chemical burn.

Information for this reminder provided in part by www.solvitnow.com and www.allstate.com/blog •





Continued from page 4.

If you are staying home, plan out your day, perhaps with a classic Christmas movie, a delicious meal and a special book.

3. Connect with others –

If you won't be with loved ones, you may want to seek out other people in your situation. Do you know someone at work, school or your neighborhood who is also alone? Is there a church you have been thinking of checking out? If you are with friends or family, but a rift is making you feel lonely, maybe it's time to put your anger aside.

4. Be realistic –

Who said Christmas has to be perfect? It is just another day and things may not go as planned. Illness, snowstorms, and travel mishaps may leave you alone, but you can still find ways to enjoy your own company.

5. Engage in stress-relieving techniques –

This might be the time of year to start a meditation practice or a mind-body exercise such as yoga. Other great relaxing activities include a warm bath or listening to soothing music. Take care of the most important person – YOU!

Shared and reprinted with thanks from Sara T, M.D. Inspire. Educate. Motivate. Your online prescription for wellness. www.saratmd.com

Increased **REVENUE** and higher tenant **SATISFACTION**



- Our home town installation teams are supported by our National Organization
- Our solutions are based entirely on your needs
- We work directly with your team or contractor
- Your bathrooms are back in service in as little as a day

Serving the Tampa Bay Area since 1990



Contact us **TODAY** for more **INFORMATION**

727 298-8827
800 852-8371

2030 CALUMET ST.
CLEARWATER, FL 33765

SHOWROOM:
2482 WEST BRANDON BLVD.
BRANDON, FL 33610

**BATH
FITTER®**

BATHFITTERCOMMERCIAL.COM

©2015 Bath Fitter.

CRC 1330560



Good Customer Service Never Goes Out of Style

Nancy Friedman, president of Telephone Doctor Customer Service Training, is a featured Customer Service speaker at franchise, association, and corporate meetings around the world. A popular radio and TV guest, she has appeared on numerous network programs. Nancy is the author of 9 books sharing her passion to help corporate America improve their communications skills through the material she delivers. She is a frequent Bayline contributor. This month, you're invited to take the Telephone Doctor® Ten Point Customer Service Self Assessment Quiz and share it with your team.

Invest three minutes in the health of your organization by completing this Ten Point Customer Service Self Assessment Quiz. To gain greater insights, you're welcome to copy this assessment and distribute it to others in your organization.

When completing this form, think about your experience, your co workers' experience and most important, how you'd imagine your residents might answer each question. Select a number from 1 to 5.

Our entire staff has been comprehensively trained on the techniques needed to handle, defuse and retain angry residents:

Disagree 1 2 3 4 5 Agree

When handling calls from our residents, all our team members employ a uniform, effective greeting:

Disagree 1 2 3 4 5 Agree

When an employee has a performance shortfall, our managers are trained to implement a proven coaching process:

Disagree 1 2 3 4 5 Agree

Customer service employees at our organization know how to present negative information in a positive way:

Disagree 1 2 3 4 5 Agree

Our team is skilled at knowing how and when to use a variety of questioning techniques in their customer interactions:

Disagree 1 2 3 4 5 Agree

New employees are well educated on issues such as dress code, limits on personal calls and steering clear of office politics:

Disagree 1 2 3 4 5 Agree

Our customer service contact employees do a great job of rapport building and making our residents feel like friends:

Disagree 1 2 3 4 5 Agree

When a team member is having a Bad day, that negative emotion is NEVER obvious to a prospect/resident:

Disagree 1 2 3 4 5 Agree

At our organization, co workers are always treated as well as we try to treat our residents:

Disagree 1 2 3 4 5 Agree

Residents are usually astounded by the high level of care they receive from our team:

Disagree 1 2 3 4 5 Agree

Total Score: _____

45 to 50

If this is an accurate assessment, we'd like to congratulate you. If your residents rate you this high, you're obviously doing many things very well.

27 to 44

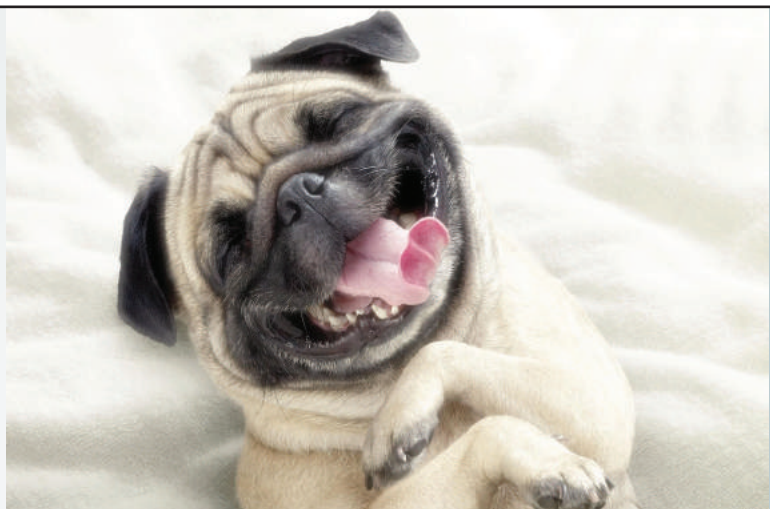
Most organizations rate themselves in this range, about average, but still not excellent. How would your residents likely answer the same evaluation?

26 or below

Congratulations on recognizing a shortfall. You've taken the first step on the road to improvement. The next critical step is to begin steps to fixing it.

Reprinted with thanks from www.telephonedoctor.com •

**We know our
candidates and
service will
make you just as
Happy!**



Executive Search * Temporary Staffing * Temp to Hire * RapidHire



Jay McCarty
Regional Manager



The Liberty Group

Your success is our business.

Call us today and see why we are the **Nation's Premier Career Resource since 1977**

Main Number **813-606-4334** Toll Free **855-961-7666**

Email Tampa@thelibertygroup.com Visit www.TheLibertyGroup.com



Holidays Networking Etiquette

By David McLauren, Ph.D.

Holidays networking etiquette is important this season. Diane Gottsman says a few tips can help and enhance your networking and holiday events. Small talk takes effort, skill, and practice. A good conversationalist must do much more than simply make party talk, one must know how to put others at ease.

Whether you find yourself networking at a social function, a business event, or at a charitable fundraiser, here are etiquette guidelines that will help you put your best foot forward and build relationships with new people you meet.

1. Eat before you go. Have a light snack before leaving the house or office so your stomach doesn't growl louder than your introduction.

2. Face check! Before you enter the event, take a private moment (emphasis on private) to check yourself in the mirror — teeth, nose, eyes, hair. Avoid using the reflective glass window on your way in to the building.

3. Hold only a glass or a plate of food in your left hand. This allows you to keep your right hand free for the customary handshake. Holding a cold, wet

glass with your right hand ensures you will give a clammy and cold handshake. Avoid eating messy foods that require you to wipe off your right hand before a handshake. Stay away from sticky foods that will require you to clean or lick your fingers.

4. Make a confident introduction. Offer both your first and last name when making an introduction. Giving only your first name comes across as nervous and unsophisticated.

5. Extend your right hand first. A handshake always accompanies a greeting or introduction. Make sure your handshake is firm and stable, rather than weak and shaky. You get one chance to get it right, and by all means, never ask for a "re do!"

6. Remembering names can be tricky. So often we are more concerned with our own introduction than committing the other person's name to memory. Networking functions are a great place to practice our listening skills and name recall. One way to remember a name is to repeat their name back immediately after they introduce themselves. If you still find that you have forgotten, ask again by saying, "Please remind me, your name is?"

7. Ditch the sales pitch. Make it a point to make genuine conversation that may—or may not—lead to potential business at a later date. Nobody wants to get stuck talking to someone who is peddling their wares.

JOHN E. McMILLAN

Landlord Attorney

Since 1978

5309 East Busch Boulevard
Temple Terrace, FL 33617

www.johnemcmillan.com

Phone: (813) 988-5135 • Fax: 989-2129

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



8. Make yourself interesting. Once you've exchanged names and learned a bit about each other's careers, be ready with a list of conversation topics. Current events, books, movies, sports, and hobbies are always a great place to start. Walk into the event with a few topics in mind that you can use to hold up your end of a conversation. Study up on current events and be ready to make conversation. Listen 60 percent of the time and talk and ask questions 40 percent of the time.

9. Name tags go right. It is your responsibility as a good guest to oblige the host by wearing a name tag when offered—even if you don't want to ruin the look of your outfit. The name tag is worn on the upper right shoulder—not the hip, thigh, or on your purse—to follow the line of sight of the handshake.

10. Don't spend the evening catching up with friends. Say hello to those you know, but make it a point to spend most of your evening meeting new people and making new contacts.

11. Close the conversation gracefully. After you've spent approximately five minutes visiting with someone new, let them move on so you both can continue to meet other people. Exiting is as easy as extending your hand for a handshake and saying "It's been nice talking with you" or "Good to meet you, I look forward to talking with you again." Don't make promises to call or get together again soon unless you intend to follow up.

12. Say hello and goodbye with the same gesture. In business, a handshake is the customary greeting and at social events, there are usually a lot of hugs being exchanged. If you greet with a handshake, close the conversation with the same way. If you both hugged as a friendly "hello," shaking hands "goodbye" will send the message that something went terribly wrong during the conversation.

13. Always let the host know you are leaving. It's bad form to slip out the back door, find your host and thank them for the invitation. Make sure to tell them how much you enjoyed the party, even

though you may have found it to be a bit boring.

Social interaction is anything but formulaic. But using these tips as a guideline will help you navigate social mingling and arm you with the gift of small talk. Before you know it you will be leaving every party with several new connections, that may turn into good business or even good friends!

Happy Holidays!

*Reprinted with thanks from
davidmclauren.com •*



Time is Money.

BREAK-THROUGH!® puts your property back into service fast with a quick dry time of **15-20 minutes!**

For more information or to find a PPG Paints location near you visit ppgpaints.com

©2016 PPG Industries, all rights reserved. PPG Paints Logo and PPG Paints Logo & Design are trademarks and Break-Through! is a registered trademark of PPG Industries Ohio, Inc.

Multi-Family Specialists



EC-13005690



FULL SERVICE ELECTRICAL CONTRACTOR

Our Services Include:

- ⚡ Troubleshooting
- ⚡ Meter bank repair/ replacement
- ⚡ Apartment panel repair/ replacement
- ⚡ Apartment renovation
- ⚡ Pole lighting and maintenance
- ⚡ Tennis court lighting
- ⚡ Breezeway lighting
- ⚡ Exterior lighting
- ⚡ Pool lighting and transformers
- ⚡ Sign lighting
- ⚡ New wiring and rewiring
- ⚡ Smoke detector installation
- ⚡ Rehab and remodel
- ⚡ Add and replace GFCI protection
- ⚡ Surge protection

Registered With:

- ⚡ Compliance Depot
- ⚡ RMIS
- ⚡ Net Vendor
- ⚡ Notivus

Free Estimates
Volume Pricing

24 HOUR
EMERGENCY
SERVICE

800-929-5035

WE ALWAYS ANSWER OUR PHONES

www.SwitchElectric.net

PHOTOS



**Enjoy these
photos from
Maintenance
Appreciation Night
and Cornhole
Tournament
at Beach Bar
Restaurant!**



PHOTOS



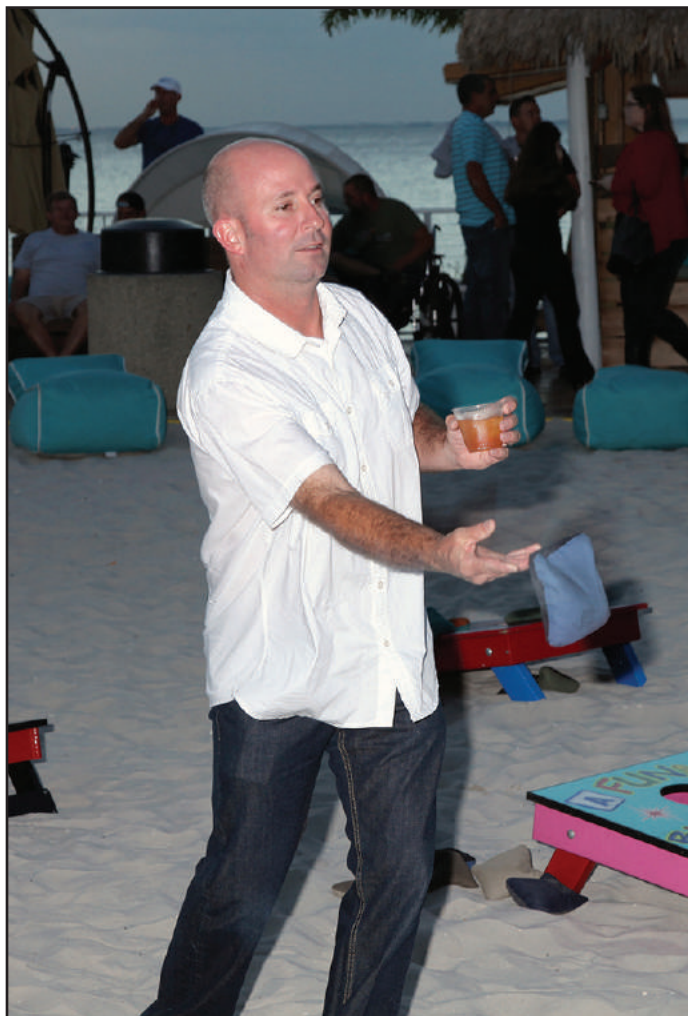


PHOTOS





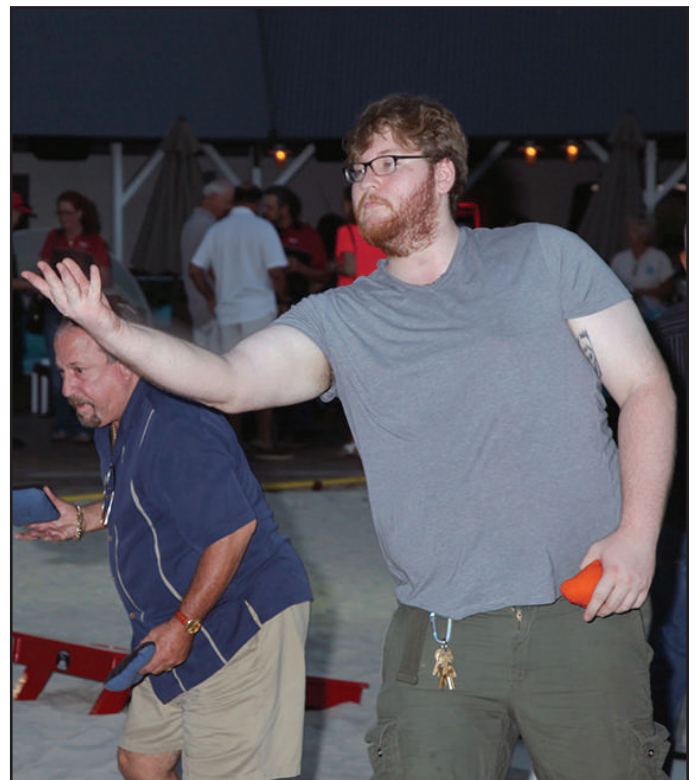
PHOTOS





PHOTOS





PHOTOS



2016 NAA Credential Graduates

Here is a list of all the graduates who completed NAA Designation Classroom Courses in 2016 (does not include NAA On-line Course Graduates).



CERTIFIED APARTMENT MANAGER

Kate Adams	10/31/2016	Meadow Wood
Rose Alcala	10/14/2016	Royal American Mgmt
Diana Conaty	11/29/2016	MAXX Properties
Denise Davenport	5/18/2016	MAA
Carol Dollar	4/5/2016	Carroll Management
Charessa Doty	11/9/2016	Clearwater Housing Auth
Tamaria Freeman	7/24/2016	Pinellas Housing Auth
Xzavian Johnson	7/24/2016	Greystar
Dorothy Johnson	5/11/2016	Meadow Wood
Darcie McDonough	7/23/2016	Watkins
Angela McDougall	6/9/2016	Meadow Wood
Corey Norman	9/27/2016	Carter-Hasten
Carmen Sierra	6/6/2016	Peagasus
Diana Williams	4/30/2016	Comm Service Foundation
Antoinette Williams	4/4/2016	Carroll Management



CERTIFIED APARTMENT SUPPLIER

Pete Wheeler	8/24/2016	Chadwell
--------------	-----------	----------



CERTIFICATE FOR APARTMENT MAINTENANCE TECHNICIANS



Michael Allen	9/23/2016	TLC Management
Corey Baker	9/27/2016	Meadow Wood
Jesse Bardwell	10/7/2016	MAA
Carmine Barone	9/24/2016	Meadow Wood
James Brock	9/27/2016	MAA
John Bullard	9/24/2016	MAA
Richard Caporuscio	10/21/2016	Comm Service Foundation
Jeremy Casey	9/27/2016	MAA
Sigfredo Colon	10/1/2016	PSDM (Pacifica)
Joel Dawkins	9/27/2016	PSDM (Pacifica)
Michael Emore	10/17/2016	Continental Properties
Carlos Espinosa	10/20/2016	Leland Enterprises (LEI)
Donald Falkiewicz	9/27/2016	MAA

Paul Flores	10/21/2016	Franklin Street
Nicholas Grubbs	10/9/2016	Meadow Wood
Jose Hernandez	10/15/2016	Meadow Wood
Yoan Hernandez	10/15/2016	PSDM (Pacifica)
Melvin Herring	10/6/2016	Milestone Management
Michael Jackson	9/29/2016	MAA
Hoytt Johnson	10/13/2016	WRH Realty Services
Donald Kelly	10/15/2016	Greystone
Devon Malcolm	10/18/2016	Greystone
Santos Morales	10/14/2016	MAA
Greg Olmstead	9/29/2016	PSDM (Pacifica)
Rodney Osborne	9/28/2016	MAA
James Parent	10/19/2016	Continental Properties
Julio Paz	10/10/2016	ZRS Management
Marc Pedigo	10/21/2016	MAA
Norman Perez	10/19/2016	Franklin Street
Freddy Pichardo	10/21/2016	Franklin Street
Avery Queely	10/27/2016	PSDM (Pacifica)
Randy Rivera	9/28/2016	CT Group, LLC
Miguel Rojas	10/15/2016	Milestone Management
Grant Strength	10/21/2016	Milestone Management
Chris Stringfield	10/4/2016	Comm Service Foundation
Neil Sutherland	10/25/2016	PSDM (Pacifica)
Leroy Turknett	10/16/2016	WRH Realty Services
Daniel Van Liew	10/19/2016	Sentinel Real Estate
Carlos Vazquez	11/18/2016	Leland Enterprises (LEI)
Mike Wakeland	10/12/2016	MAA



NATIONAL APARTMENT LEASING PROFESSIONAL

Ann Diep	6/3/2016	Milestone
Leonard Kendrick	6/11/2016	Raymond James
Douglas Kahri	6/6/2016	Carter-Haston



Douglas Kahri with The Addison Apartments (center) with his Regional Manager, Sonnie Funck (left) and Debra DeSmidt with BAAA.

IT'S TIME TO GET ON THE BUS

FAA LEGISLATIVE CONFERENCE



February 7 & 8, 2017

Hotel Duval (FAA Host Hotel)

888-717-8854

or

Candlewood Suites

(BAAA Optional Hotel)

850-597-7000

Ride the Bus with BAAA when we depart on Tuesday, February 7 at 7am from CORT Furniture, 7817 North Dale Mabry Hwy, Tampa FL 33614. Plan to arrive between 6:30- 6:45am to allow time to stow your luggage, enjoy a cup of coffee and settle in for the trip. Information and schedules for our visit will be handed out on the bus. Don't forget to bring your business cards to drop off on your visits.

**NOTE: YOU MUST REGISTER WITH FAA TO ATTEND THE
CONFERENCE AND BAAA TO RESERVE A SEAT ON OUR BUS!**

Register for the conference at: <http://faahq.org/legislative-conference>

Sign up for the bus at: <http://www.baaahq.org>

FAA Registration fee of \$115 includes: legislative briefing, reception, and dinner. Deadline for the conference registration and hotel room reservations is Tuesday, January 13, 2017.

There are two hotel options available:

Option 1) Hotel Duval, FAA Room Rate is \$189. Call 888-717-8854 and mention "Florida Apartment Association" to receive the discounted group rate.

Option 2) Candlewood Suites, BAAA Room Rate is \$94.95+tax. Please call 850-597-7000 and mention "Bay Area Apartment Association" to receive the discounted room rate.

If you have any questions, please call BAAA at 813-882-0222.

JANUARY 19 BOARD OF DIRECTORS MEETING

4:30 to 6:00pm
Sheraton Suites
4400 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.

JANUARY 19 DINNER MEETING LEGISLATIVE UPDATE

with Marian Johnson
6:00 to 9:00pm
Sheraton Suites
4400 W Cypress St
Tampa, FL 33607
\$45 Member
\$55 Non-Members

Marian Johnson with the Florida Chamber of Commerce will be giving a legislative update and outlook.

JANUARY 24 MORNING MOTIVATORS "STATE OF THE MARKET"

Sponsored by RentPath
Eligible for .5 CEC's
9:00 to 10:30am
HOST Community:
The Landings @ Boot Ranch
212 Katherine Blvd
Palm Harbor 34684
Free for Attendees
RSVP Required to insure
"Breakfast for Everyone"
Sponsor Fee \$99.00
Sponsor Supplies Breakfast
and 30-minute
"Mini-Education Seminar"
Limit of 2
non-competing companies

Monthly Education Outreach Meetings for Managers and staff will be held the 4th Tuesday of each month. All surrounding Community Managers and staff are invited, including non-members! Join us for breakfast and sharing your "Comps." You'll learn more about BAAA's education, events and more!

JANUARY 26 & 27 CERTIFIED POOL OPERATOR (CPO)

8:00am - Check-In
8:30am to 5:00pm - Class
Lunch Provided
Location TBD
\$279 Members
\$309 Non-Members
Registration/payment deadline:
January 16, 2017

This CPO course covers Florida (and many other states) Law 64E-9.018 - Public Pool Service Technician Certification. Offered through the National Swimming Pool Foundation (NSPF) with a certified NSPF Instructor. Certified Pool Instructor: Vann Flippin National Swimming Pool Foundation, Lic# 32*100914

FEBRUARY 3 MAINTENANCE MANIA

5:30 to 9:00pm
Egypt Shriner's Activities Hall
4050 Dana Shores Dr
Tampa FL 33634
\$35 Members
\$40 Non-Members

FEBRUARY 10 EPA/UNIVERSAL CERTIFICATION CLASS

Presented by:
Vann Flippin (Chadwell Supply)
8:30am - Check-In
9:00am to 4:00pm - Class
Lunch provided
Location TBD
\$169 Member
\$199 Non-Members
Full payment due by
January 3, 2017

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 Environmental Protection Agency (EPA) approved course. Through the ESCO Institute, Chadwell supply is able to offer this Universal Certification. Only certified technicians may purchase any regulated refrigerants or pre-charged part with a regulated refrigerant from Chadwell Supply or other HVAC suppliers.

FEBRUARY 7&8 FAA LEGISLATIVE CONFERENCE

Register at
<http://faahq.org/legislative-conference>
Sign up for the bus at:
<http://www.baaahq.org>

Register
for any event at
www.BAAAhq.org

QUESTIONS?
CALL BAAA
(813) 882-0222

Reservation and cancellation deadlines are 48 hours prior to event. No-shows and non-cancelled reservations will be billed.



MAINTENANCE MANIA!®

Friday
February 3, 2017

5:30-9:00pm

Egypt Shriner's Activity Hall
4050 Dana Shores Dr • Tampa, FL 33634

Are you the fastest? Here's your chance to prove it!

Come and compete in maintenance-focused challenges, you could earn the title of Maintenance Mania® National Champion. Build a race car from maintenance products ahead of the event to race it down a 32' long track. You are sure to have a darn good time at one or all of the games.

- AO Smith
- Water Heater Installation
- CFG Faucet Repair
- Fluidmaster Duo Flush Toilet Conversion
- Frigidaire Icemaker Installation
- Kidde Fire & Carbon Monoxide Safety Installation
- Kwikset Key Control Deadbolt Test
- Seasons Ceiling Fan Installation
- Race Car Competition

To receive a Registration Package, please call BAAA at 813-882-0222. You must compete in all seven challenges, plus enter a car in the race car competition to be able to qualify for a spot in the National Championship.

Event Schedule:

- Car check-in opens: 5:00 p.m.
- Registration for Guests: 5:30 p.m.
- Practice time: 5:30 - 6:00 p.m. Check out all the games!
- Competition begins: 6:15 p.m.
- Buffet 7:30 p.m.
- Awards Presentation at end of competition

Cost: \$35 Members, \$40 Non-members

To receive a competitor's registration package, please call BAAA at 813-882-0222 or email: staff@baaahq.org

Registration date for participants to complete all forms is 1/27/17. Participants MUST be a member of BAAA in good standing in order to compete. To join BAAA, please call 813-882-0222.

MAINTENANCE MANIA!

BAAA Event Information

DATE:

Friday, February 3, 2017

PLACE:

Egypt Shriner's Activity Hall, 4050 Dana Shores Drive, Tampa, FL 33634

TIME:

5:30pm Registration, 6:15pm Competition Begins, 7:30pm Buffet

COST:

\$35 Members, \$40 Non-Members

RESERVE AT BAAAHQ.ORG

Sponsorship Opportunities

Platinum Sponsor \$900.00	<ul style="list-style-type: none">• Acknowledgment on all printed material relevant to the event• Four free admissions to Maintenance Mania Event• Sponsorship signage at the event on banner• Recognition from the podium during the event• Assist with awarding prizes and first choice on judging stations
Gold Sponsor \$750.00	<ul style="list-style-type: none">• Acknowledgment on all printed material relevant to the event• Two free admissions to Maintenance Mania Event• Sponsorship signage at the event• Recognition from the podium during the event• Assist with judging
Silver Sponsor \$550.00	<ul style="list-style-type: none">• Acknowledgment on all printed material relevant to the event• One free admission to Maintenance Mania Event• Sponsorship signage at the event• Recognition from the podium during the event• Assist with judging
Bronze Sponsor \$350.00	<ul style="list-style-type: none">• Acknowledgment on all printed material relevant to the event• Sponsorship signage at the event

SPONSORSHIPS AT 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	31

DECEMBER 2016

DECEMBER 9

Gold Medallion Awards

Installation of Officers & Directors

Industry Recognition Awards Ceremony & Captain's Dinner

6:30pm to 12:30am at the A La Carte Pavilion

DECEMBER 15

Board of Directors Meeting

4:30 to 6:00pm at the Tampa Housing Authority

DECEMBER 24

Hanukkah Begins

DECEMBER 25

Christmas

DECEMBER 26

Kwanzaa Begins

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				

JANUARY 2017

JANUARY 19

Board of Directors Meeting

4:30 to 6:00pm at the Sheridan Suites

JANUARY 19

Dinner Meeting: Legislative Update

with Marian Johnson

6:00 to 9:00pm at the Sheraton Suites

JANUARY 24

Morning Motivators: State of the Market

9:00 to 10:30am

Location to be determined

JANUARY 26 & 27

Certified Pool Operator (CPO)

8:00am - Check-In, 8:30am to 5:00pm - Class

Location to be determined

**You can register for any event at www.BAAAhq.org
Members must log in to the website to receive member pricing.**



January Dinner Meeting

LEGISLATIVE UPDATE

with Marian Johnson

DATE:

Thursday,
January 19, 2017

PLACE:

Sheraton Suites
4400 W Cypress St
Tampa, FL 33607

TIME:

6:00 to 9:00pm

COST:

\$45 Members
\$55 Non-Members

*Members must log in
to get member pricing.*

RESERVE AT:
BAAAHQ.ORG



Marian Johnson will be the special guest speaker on inauguration eve. Marian was the first Florida prognosticator to correctly predict Trump would win Florida. She is an entertaining speaker and will talk about the upcoming legislative session and how we can be most effective on our issues at the statehouse.

Marian is Senior Vice President of Political Strategy for the Florida Chamber of Commerce, Florida's largest business federation, representing 139,000 companies, associations, state and local chambers. She also serves as the Executive Director of the Florida Chamber Political Institute, a unique research organization that provides vital detailed demographic and political analysis to its members.

FLORIDA
CHAMBER
of Commerce

NEW MEMBERS

ASSOCIATES

Chase Roofing Contracting Inc
2190 W SR 84
Ft Lauderdale FL 33312
Steven Getter - 954-680-8500
Roofing Contractor

Daneneal Global
PO Box 511
Gibsonston FL 33534
Duane O'Neal - 813-802-1386
Water Treatment

Davey
1500 N Mantua St
Kent OH 44240
Bonnie Marshall - 352-816-0264
Irrigation, Landscaping, Lawn maintenance, Tree Services

Oxbuilt Construction
3749 Zachary St
New Port Richey FL 34655
Tammy Huntley-Schuering - 678-702-7308
Construction

U.S. Lawns of Tampa North
PO Box 4688
Clearwater FL 33758
Dave Doreo - 813-866-0022
Property Maintenance, Landscape

COMMUNITIES
Arbors at Carrollwood
3939 Ehrlich Rd
Tampa FL 33624
813-961-6645 Units: 225

Park Springs
300 Park Springs Circle
Plant City FL 33566
813-707-0999 Units: 200

Vista 400
400 E. Harrison Street
Tampa FL 33602
813-229-2791 Units: 200



ADVERTISERS

Answer Florida	4
Bath Fitter	11
House of Floors of Tampa	9
John McMillan, PA	14
Lifestyle Flooring, Inc.	5
Lindsey M. Porter, PA	36
PPG Paints	15
Switch Electric	16
The Liberty Group	13
United Renovations Southeast	2

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

DIRECTORY UPDATE

The Member Directory is accessible on the website at 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

NAA Click&Lease
THE INDUSTRY STANDARD

Powered by Blue Moon Software



RISK REWARD

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



ORDER YOUR 2016 THIRD QUARTER SURVEY



Now owners and property managers throughout the Bay Area can simply log on to www.baaahq.org and purchase the 2016 Third Quarter Survey.

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.

LINDSEY M. PORTER, P.A.

ATTORNEYS AT LAW

PROPERTY MANAGEMENT LAW

Call us for prompt, thorough legal assistance with:

- Delinquent payers
- Noise disturbances
- Security deposit disputes
- Recent changes to the law

Receive a free copy of our informative
Legal Handbook for Community Managers

by contacting us at:

Hillsborough: 813.229.9496

Pinellas: 727.577.9646

Fax: 727.578.2097

E-mail: lporter@verizon.net

Mailing Address:
P.O. Box 21518
St. Petersburg, FL 33742

Attorneys:
Lindsey M. Porter
Claudis G. Spears
Of Counsel

Street Address:
7901 Fourth Street North
Suite 215
St. Petersburg, FL 33702

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 our qualifications and experience.