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We wish you a the Happiest of the Holiday Season!

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

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

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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.



Mark Your Calendar... Tallahassee, Here We Come!

By Robert Griffiths, BAAA Government Affairs Director

BAAA members will be traveling to Tallahassee to participate in the Annual Florida Apartment Association Legislative Conference on January 30th and 31st. 2018 will be an important year for multi-family interests including the election of a new Florida Governor, U.S. Senator and multiple other legislators.

Owners, property management companies, regional supervisors, on-site managers and BAAA's supplier partners are needed to attend the Legislative Conference to show our elected officials how important rental housing issues are to Florida's economy and our residents who live and work in the Bay area.

The important challenges that impact the apartment communities in our area can be expressed best by our members sharing with their legislator how they deal with these issues on a day

to day basis.

BAAA will be scheduling a full day of visits with our local legislators and their support team on January 31st as part of the FAA/BAAA Tallahassee delegation. Follow up visits can be set up back in the local district office and will give the local staff an opportunity to learn more about BAAA and to check on the status of any legislation that FAA is supporting.

One of the biggest benefits of attending the Tallahassee Conference is getting know the elected official and their staff both in Tallahassee and back in the home district. It means a lot to shake hands with members who live in the area, know many of the same people and live with the same opportunities and frustrations that "our" State Senators and Representatives face after a long day.

It is also very important to help these legislators understand the financial impact our industry brings to the Bay Area, with jobs and housing for our members, suppliers and the residents that have chosen to rent by choice, not just necessity. Florida is growing in population and multi-family housing provides a vital part of that growth.

Today is a good time to start planning your schedule to attend and participate in the Legislative Conference. For more information about the conference, please go to: www.faahq.org for hotel and registration information. Don't wait until the middle of January – the conference sells out every year and hotel rooms are difficult to find after the session starts on January 9th. BAAA will pay your way! Contact us today to find out how you can get reimbursed for your registration fees for this conference. •

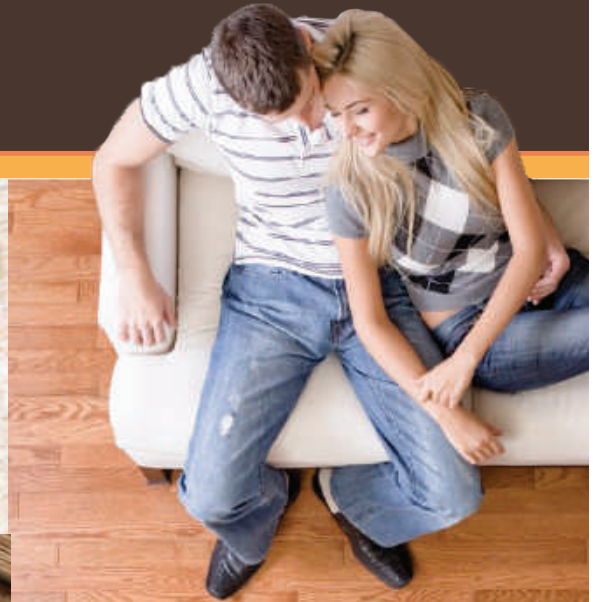
FLORIDA BY THE NUMBERS	
Florida Statewide Population	20,612,439
Tampa Bay Estimated Population	3,030,953
Florida Statewide Apartment Association Members	600,000
Estimated Apartment Units in Bay Area	177,675
Bay Area Apartment Association Members	141,000
Elected Florida House of Representatives who Represent BAAA Members & Residents	26
Members of the Florida Senate Representing BAAA's Eight County Charter	13





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

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Empathy is the Gift of Understanding

Human nature makes it easier for each of us to notice the faults, blind spots and mistaken beliefs of others. It's much more difficult to see those same flaws in our own opinions, beliefs, likes and dislikes. Often, we tend to jump to a defensive posture if anyone questions what we think and believe.

It doesn't have to be this way. The more we focus on understanding the thoughts, feelings and beliefs of people that may differ from our own the easier it will become to avoid the knee jerk tendency to prove ourselves right and others wrong.

There's always at least a nugget of truth in the thoughts and beliefs of those who disagree with us. What do we have to lose by exploring their views and perspectives? Will we forget or lose our own beliefs? Not likely!

Too often some folks experience a sense of satisfaction when we make condescending and disparaging remarks about the flawed views of others. Does this benefit us or prove anything?

It's much more difficult and far less popular to humble ourselves, suspend our own firmly held beliefs and embrace

those we desperately want to dismiss and prove wrong. Engaging in this practice opens a path to empathy and understanding. Empathy is a learned skill that can develop and grow with practice. Therefore, if you are willing to increase your understanding of the behavior of others, it is never too late to learn it.

We will always have the ability to fall back to the safety of our well established beliefs and perspectives. We can always return to the company of those who agree with us. But perhaps if we make a temporary visit to someone else's world we'll return with a slightly altered, broadened and more evolved view of the real world.

It may be a world that lies somewhere between our views and those of our opponents. Even if we return to a position of disagreement, or even resistance, at least we'll return there with a more informed perspective.

If we aren't willing to take the first step in understanding and acknowledging the views of others, we'll never be able to create a culture of tolerance and understanding. Our "my way or the highway" attitudes will set the tone and either create or perpetuate divisiveness, disagreement and misunderstanding in the cultures around us.

We can be the ones to take the first step. The best way to begin is by setting aside our egos, and learning what it feels like to 'walk a mile in someone else's shoes.'

Excerpted in part from www.govloop.com and www.wikipedia.com.

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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?

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

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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.

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

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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

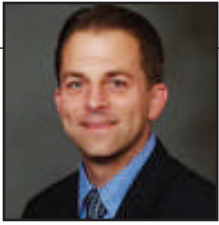
Is your current company environmentally responsible? Are you aware your environmental impact?

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!





What advice would you give to someone who is just beginning his or her Maintenance career?

Editor's Note: Bayline welcomes Mark Cukro as a guest columnist this month. Look for him in the new year from time to time with information that can be used for all team members. Mark is the President of Plus One Consulting, Inc. and founder of Service Team Training.com. Mark is a national speaker and a leading resource in the field of service team development and training. Prior to starting his own company, Mark was Director of Service Team Development for Colonial Properties Trust, with 148 properties and over 48,000 apartment homes.

He serves on the NAAEI Faculty and is a CPO Instructor for the National Swimming Pool Foundation. His certifications and designations include, CAPS, CAMT, CPO and EPA proctor for the 608, 609, and R 410a certifications as well as all HVAC Excellence courses.

This industry gets in your blood and you'll know if it is right for you within the first few months. Often industry veterans will say something along the lines of, "I can't imagine working in any other industry" and the constant changes and variety of challenges can make it more unique, fun, and entertaining than anything else I have ever done.

When you are new to the industry there are few things to consider if you want to get ahead and increase the chances of success and how well you compliment the team and industry you have just joined.

The industry is unique in many ways but the most simple and universal "must do" rules apply first. Listen more than you speak. If you don't know something, don't be afraid to admit it and ask for help.

Be a few minutes early or at the very least on time every day. Some of the biggest impressions you will make will be during your first few weeks so make sure your decisions are a good ones that your manager and co-workers are looking for in a new team member. Adjust your attitude and pay attention to how you dress for the staff and residents you will be meeting. All of these are a true reflection of the pride you have for yourself and the priority you put on working with your new team in a new industry.

Then, a little further in the beginning of your career your technical ability and willingness to learn will become a very large determining factor for your

success. Are you willing and eager to learn new skills and trades and take on tasks outside of your job description? If you are a hard worker with a positive attitude that is willing to learn how to improve yourself, you will be noticed and others will be happy to work with and help you.

Find someone that will teach you and learn all you can while you figure your path in the industry. In my experience the people that are truly great in the industry will be more than willing to teach an eager student. If you take sincere pride in everything that you do and work to become a proficient ambassador of the multi-family industry success will gravitate toward you. See you in the field!

*Excerpted with thanks from
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How to Ask Your Manager to Invest in Your Career

There are many on-line courses, seminars, webinars and learning opportunities out there that can help you gain soft, technical or multi-family industry skills that will help you advance your career path.

Most managers want you to succeed and continue to improve since your success will reflect positively on your manager and his/her leadership.

Before, making your case for the company investing their money on training you, think it through and be sure you know going in what you want and how to ask for it in a positive way that shows the “pay back” benefit and value of your request. Be fully prepared to build the best possible case whether it’s as simple as a single seminar or as extensive as an entire certification course. Consider these tips to increase your chances of success.

1. Do your research.

One of the main considerations will be the cost to your employer. Make sure you have as much information to provide to your supervisor as possible. Be able to cite the cost, program duration, deadline for registration and any estimated lodging, travel or miscellaneous expenses. Be clear about advanced training schedules nearby or in other states or regions. If the timing is wrong, you might want to

look for different dates that might work at a better time or location.

Know and understand your company policy for similar requests within your office. Determine if there is an established process for requesting funding for job related activities. Is there a clear budget or maximum cost for training? Are there any restrictions on the types of training which your company can

provide financial support or reimbursement? Are there any pass/fail/re-pay restrictions?

2. Have a clear plan for your day to day work responsibilities.

Training, career development and other outside of work opportunities shouldn’t detract from your day to day job. Know what work you need to get done, and how your team’s workload will be impacted in the time you plan to be away from daily activities. Be prepared to share your plan to minimize disruptions before you begin the training. A four hour seminar or an on-line course require less re-scheduling than a week long course. Are you able to delegate some of these tasks to your coworkers?

You can also establish that you’ll be available remotely by e-mail, cell or text. If you’re attending a longer conference, offer to check in with your supervisor by phone in between sessions.

3. Emphasize the ROI for the company.

It’s your job to convince your supervisor that paying for a particular program will be a sound investment for the company. Explain in detail why the training is a good fit and offers the best value. Be prepared to share how your request can benefit you and how the specific skills you learn



will translate to your work. Knowing these details can strengthen your case by demonstrating to your employer that you have identified and thought through all of the potential costs and benefits.

4. Be flexible.

If possible, provide a number of options and alternatives. For example, if the conference you want to attend takes place over three days, propose taking off time from work to attend only the sessions that will be most relevant and valuable. Maybe opt for a cheaper, introductory program first to ensure the curriculum is valuable and worth the investment.

5. Share the knowledge.

Offer to write a brief recap piece for the company blog/newsletter after getting back from the event. Your boss might

be more willing to pay for you to attend if the skills and information you gained can be shared company wide and benefit multiple employees. Be as specific as possible! If your employer can see that these investments have had measurable returns, he/she will likely be more willing to continue supporting these initiatives in the future.

6. Be open and responsive to possible refusal.

Even if you present the best possible request your company might be facing time constraints and simply not have enough resources at the time to pay for certain training. Your office might be going through a period of re-hab, new property lease-up or transition that requires all hands on deck for the foreseeable future. But if you're respect-

ful and thoughtful about your request to your supervisor, it can pay off when these opportunities arise later on.

7. Be willing to invest in yourself.

If you do, you will gain new skills and be able to utilize what you learned. You will recover the cost of your training over and over again. You will be at the top of the "I can do that" group of future leaders, managers or owners. The next time you want to attend a program that interests you, your company will most definitely pay attention and be interested in helping you advance your career with their training dollars.

Excerpted in part with thanks from www.wikipedia.com

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How to Deal with Loneliness During Holiday Season

By Lou Macabasco

This is a time of the year when most people are busy rushing to the malls buying gifts, attending parties, gathering with friends and family, and being merry. Indeed for many, this season is the most wonderful and happiest time of the year.

However, not everyone will be celebrating this holiday season merrily.

There are some who feel lonely and unhappy during this time of the year. Their loneliness may come from loss of loved ones through death, separation by physical distance, or through breakups. Other reasons may be that person is anti-social or too busy to participate in this festive season.

If you feel lonely and unhappy during the holiday season, here are some tips on how to deal with loneliness — and how to make your Christmas holiday merrier.

Stop excluding yourself and go out.

If you are feeling lonely and down this Christmas holiday, instead of clinging to self-pity and seclusion (which will only worsen your loneliness), push yourself to go out and attend holiday parties and gatherings. I'm sure there are lots you can choose from, such as those held by your close friends and family, the community you live in, in school, or at work.

Attending Christmas holiday parties is a chance for you to meet different kinds of people. By being surrounded with lots of people — especially happy and positive people — you won't feel as lonely as you do now.

Reach out to old friends and family.

You are given 365 days in a year, and you spend much of it minding your own life. As a result, you are so busy working that you neglect to find time to connect with family or friends. Now is the time to

reach out to old friends or family you've neglected to give time and priority this year. Don't be afraid to initiate.

As they say: "If you want something, you just have to ask."

Volunteer to a cause or event.

During Christmas, there are many charitable events and causes formed by different organizations that serve to help and make this season merrier to less fortunate people such as the poor and sick. You can find one organization around you and take the initiative to join the cause.

The benefit of joining these kinds of events will give you a different sense of happiness when you are able to help and make someone else happy. Also, it's an opportunity for you to realize that your situation isn't as bad as you think it is. There are more people who are less fortunate and lonelier than you are. Get

inspiration and strength from them.

Give gifts to people around you.

Gift-giving is one of the famous activities during Christmas holiday season. The act of giving is a symbol of remembering the people in your lives, as well as a way to share one's blessings.

There's a saying that goes:

"A sure way to be happy is to make someone else's happy."

Cure your loneliness by making another person happy. One way to do that is by giving gifts to those other than your friends and family. Give gifts to people like your office maintenance personnel, guards, co-workers, bus or taxi drivers — all the people that may not affect your life significantly and yet somehow they all are part of your life.

You don't need to give an expensive gift, something even as simple as a Christmas greeting card will be fine. I'm sure you will feel happy once you see the surprised (and happy) expression on their faces once you hand them their gifts.

Focus your thoughts on what you have — instead of what you don't have.

Often the reason for our loneliness and unhappiness roots from our thoughts or mindset. We focus our thoughts on what we don't have instead of what we have — that's why we always feel incomplete and unfulfilled.

During this joyous season, cure your loneliness by doing the opposite. Focus your thoughts on what you have instead of what you don't have. Be grateful for all the blessings and opportunities you've had this year. Once you start pinpointing the things you were grateful for and blessed with this year, I'm sure you will realize that your life isn't as bad as you think it is.

Excerpted from www.lifehack.org. •

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Easy Ways to Save Water and Money During the Holidays

From the Southwest Florida Water Management

During the holidays, water plays a role in everything from food preparation to the clean up process. Here's how to incorporate water conservation into your holiday preparations:

- Defrost frozen foods in the refrigerator or the microwave instead of running hot water over them.
- Rinse vegetables and fruits in a sink or pan filled with water instead of under running water. This water can then be reused to water houseplants. A running faucet can use up to 4 gallons per minute.
- When washing dishes by hand, fill one sink or basin with soapy water and fill the rinsing sink one third to one half full. Avoid letting the water run continuously in the rinsing sink.
- Select the proper size pans for cooking. Large pans require more cooking water than may be necessary.
- Scrape food scraps into the garbage can or a composting bin, rather than rinsing them into the sink's garbage disposal. A garbage disposal uses up to 4.5 gallons of water per minute.
- Run your dishwasher only when you have a full load. Dishwashers use between 7 and 12 gallons per load.

Reprinted with thanks from www.sufwmd.state.fl.us •

Will Your Customer Service Pass or Fail This Holiday?

By Nancy Friedman, *The Telephone Doctor*

The holidays are here. Few times are more important for your customer service. The holidays can not only make your financial year a huge success, but it's also a prime opportunity to gain new residents who will renew next year.

However, if employees fail at customer service and are not helpful, knowledgeable, or are unpleasant, you not only lose customers and lose future sales, but you also risk the chance of getting slammed on social media.

So what can owners and managers do to encourage excellent customer service during the beyond the holiday season? Here are five tips that will help up your game and provide customer

service that will generate renewals in the new year.

1. If you have a customer service training program in place, review it with your employees.

Remind your team that “thank you” “we appreciate your business” or “Have a wonderful holiday” go a long way, costs nothing and leaves a positive lasting impression.

2. Meet with your staff at the end of each day.

Discuss went wrong and what went right? Make sure any customer service concerns are addressed immediately and solutions are made so customers walk away satisfied.

3. Prepare your employees with a “mental” suit of armor.

Make sure they're aware all residents won't be so nice, and some will be difficult. Your employees will be on the front lines of occasional customer abuse. Warn them in advance, and make sure that when those incidents happen that your employees will still treat the customer with politeness and respect. We all know the customer isn't always right. But they remain the customer.

4. Your team needs to care.

While knowledge of a product is important, it's vital that your entire staff show they care and want to help the resident/prospect. A friend of mine went into a restaurant only to find the hostess busy texting. She was more concerned with her phone than properly greeting the diner. Not good! Greet each customer as if they were bringing a million dollars of business to your store.

5. The most important customer service win: smile!

Don't let your employees greet customers without a smile. A smile leaves a positive, friendly first impression.

So as the holidays quickly approach, remember that if you don't provide excellent customer service and leave a pleasant experience with your shopper you'll lose an opportunity to gain and retain valued customers forever.

*Excerpted with thanks from
www.nancyfriedman.com.*



Winter Holiday Safety

Winter holidays are a time for families and friends to get together. But that also means a greater risk for fire. Following a few simple tips will ensure a happy and fire-safe holiday season.



HOLIDAY DECORATING

- Be careful with holiday decorations. Choose decorations that are flame resistant or flame retardant.
- Keep lit candles away from decorations and other things that can burn.
- Some lights are only for indoor or outdoor use, but not both.
- Replace any string of lights with worn or broken cords or loose bulb connections. Read manufacturer's instructions for number of light strands to connect.
- Use clips, not nails, to hang lights so the cords do not get damaged.
- Keep decorations away from windows and doors.



HOLIDAY ENTERTAINING

- Test your smoke alarms and tell guests about your home fire escape plan.
- Keep children and pets away from lit candles.
- Keep matches and lighters up high in a locked cabinet.
- Stay in the kitchen when cooking on the stovetop.
- Ask smokers to smoke outside. Remind smokers to keep their smoking materials with them so young children do not touch them.
- Provide large, deep ashtrays for smokers. Wet cigarette butts with water before discarding.



Before Heading Out or to Bed

Blow out lit candles when you leave the room or go to bed. **Turn off** all light strings and decorations before leaving home or going to bed.

FACTS

- ! **More than a third** of home decoration fires are started by candles.
- ! **Forty-two percent** of decoration fires happen because decorations are placed too close to a heat source.



NATIONAL FIRE PROTECTION ASSOCIATION

The leading information and knowledge resource
on fire, electrical and related hazards

14 Ways To Save Money During The Holidays

By Dana Dratch

Tired of starting the new year with a pile of debt? Shop smart, and you can enjoy the holidays without putting yourself in the poorhouse. Here are 14 tips to help you make the most of your time and money:

1. Decide how much you can spend.

“Most people go about it all wrong,” says Ric Edelman, author of “Financial Security in Troubled Times.” “The first thing they do is come up with a list of people (to buy for).”

Instead, Edelman recommends setting your holiday budget before you go near a store.

One big mistake? People overlook the little extras when they draft a budget. Include everything from postage for Christmas cards to holiday party favors and home decorations to the cost of boarding a pet if you're traveling.

2. Make a list and check it twice.

Armed with your budget, make a list of all the people you want to buy for. Then go over the list and decide how much you can spend on each, Edelman suggests. Don't have enough money to cover your holiday budget? Go through it again and cut names or amounts. Once you settle on a dollar amount for each person, that's it. “If you can't afford a sweater, get something else,” says Edelman. “Focus on the amount you'll spend, not what you'll buy.”

For big families, develop a gift list with other relatives, advises Mark Gorkin, a licensed clinical social worker known as “The Stress Doc.” “You shouldn't have to buy something for everyone,” he says.



3. Pay cash.

“If you know that you've had trouble in (years) past, do a cash-only Christmas,” says Clark Howard, co-author of the book “Get Clark Smart: The Ultimate Guide for the Savvy Consumer” and host of a nationally syndicated consumer call-in show. His holiday advice: Set a limit, take that money out of your credit union or bank, “and when that (money's) gone, it's over.”

4. Think of credit cards as short-term loans.

Ideally, you'll want to pay everything off immediately. Have a choice of cards? Always use the card that offers the lowest interest rate. A good idea is to track your credit card spending just as you would if you were writing a check. Remember: It's really easy in the flurry of the holiday spending to run around and not keep track.

5. Put yourself on your shopping list.

It sounds selfish, but it's really smart. “There are things you would not have

bought for yourself that you end up, on impulse, buying (for someone else),” says Howard. The best antidote is to give yourself a little splurge, too.

6. Allow enough time for all your holiday preparations.

Who hasn't run out for a gift at the last minute and ended up paying top dollar? But whether you're shopping, baking or wrapping presents to send cross-country, budgeting your time can end up saving you tons of money.

7. Don't overlook the value of intangibles.

Do you want to give someone a gift but don't have the money? If you're already baking cookies for your family, making an extra batch as a present for a neighbor is fairly economical. Want to help a friend who's got a lot on her plate? Offer to baby-sit, walk the dog or take an elderly relative for an outing. The cost is next to nothing, but the gift is priceless.

8. Send e-cards.

They're free — or only cost a couple of dollars — and don't require postage. Some even play music, making them a fun, free way to catch up with far-flung friends and family.

9. Just say “no” to toy lust.

If your kids still believe in Santa, help them draft real-world wish lists. In the post-Santa years, set some financial boundaries and give them some choices. “The child still gets a chance to choose,” says Gorkin. “But you help the child remember there are still real limits.”

10. Look for meaning over glitz.

“Especially when you get into your 40s

and you've got everything you need, words and gestures mean more," says Rachel Ashwell, author of "The Shabby Chic Gift of Giving." A thoughtful gift can be anything as simple as a set of dice (message: life's a gamble) to a few beautiful bottles collected for minimum cost at various flea markets or antique marts, Ashwell says.

11. Shop for weddings at Christmas.

Even if your big day is a year away, holidays are a great time to get a deal on bridal gowns and bridesmaids' dresses. "This is the slowest time of the year for bridal apparel shops," says Denise Fields, co-author of "Bridal Bargains: Secrets to Throwing a Fantastic Wedding on a Realistic Budget." "No one goes shopping for wedding dresses in November or December."

12. Get married during the holidays.

Shopping for a wedding date? December offers some pluses in the budget department. "Most churches are already decorated for Christmas, which means you get to save a lot on flowers," says Fields, who estimates that couples can cut at least \$500 from their budgets by planning Yuletide nuptials. The downside is that because of holiday parties, many caterers, bands and DJs are booked

for the season, which means it's not a great time to plan a huge event. But if you have your heart set on an intimate gathering, you can have the wedding of your dreams and a nice nest egg to start your new life together.



13. Take a vacation.

Resorts and cruise ships are hurting for business, says Edward Hasbrouck, author of "The Practical Nomad: How to Travel Around the World," which makes this a great time for a luxury getaway. "They've paid for the hotel (rooms), and that's a cost they're stuck with," says Hasbrouck. "Similarly, cruise lines are in particularly bad shape.

"If you want to get away, you will see all kinds of hotels offering truly unprecedented bargains," he says. "For not much, if anything, more than Motel 6 prices, you can have a much nicer hotel.

This will make it quite tempting to get away over the holidays."

But shop around. The same room at the same hotel can fetch vastly different prices depending on how it is booked. Look up the hotel online, through a broker and through the hotel chain's website; chances are the prices will be different, and you might need the special codes listed on those sites to get the deal, according to Howard.

"What I like for people to do with hotels is try various online search sites, then call the hotel directly and call central reservations," says Howard. "No matter what price is quoted, act shocked. Say, 'Don't you have anything better than that?'" Just like hotels, rental car companies are hurting for business and offering some good deals — daily rates for less than \$20, according to Howard — so do your homework.

14. Remember the reason for the season.

Whether you celebrate Christmas, Hanukkah or Kwanzaa, keeping the holiday's spiritual message front and center is a good antidote to the holiday gimmies. "Instead of spending weekends leading up to Christmas in the mall, it would be a lot better gift to spend your time with your family," says Howard. •



YOUNG PROFESSIONALS

The BAAA Young Professionals PB&J Feeding Frenzy took place on November 15th at the HD Facilities Maintenance Warehouse. With over 30 volunteers, the Young Professionals were able to make 4,893 sandwiches in just 3 short hours. They were then delivered to Metropolitan Ministries, Amazing Love Ministries, Homeless Helping Homeless, Inc., Pinellas Hope and Sunrise of Pasco, Inc.,

This frenzy was in partnership with G.R.A.B. Tomorrow and PB&J for Tampa Bay, two local groups that encourage organizations to “think local” when coordinating community service projects in order to have the most powerful impact.

PB&J for Tampa Bay is an effort to feed 25,000 homeless people each year in the Tampa Bay area. More information on these organizations can be found at: <http://grabtomorrow.org/pbj-for-tampa-bay-2/>

Special thanks to co-chairs Amanda Johnson, Arbor Contract Carpet and Clint Snouwaert, Westly Shores with ZRS Management for putting the event together with help from Leslie DeMaio, Milestone Management and HD Supply Facilities Maintenance member Audra Montero. •



DINNER PHOTOS



DINNER PHOTOS



DINNER PHOTOS



POKER FOR NAAPAC



POKER FOR NAAPAC



POKER FOR NAAPAC



POKER FOR NAAPAC



BAY AREA APARTMENT ASSOCIATION

Gold Medallion Awards

BLACK & WHITE GALA

FRIDAY, JANUARY 12, 2018

NOMINATIONS

The Bay Area Apartment Association is seeking nominations and applications for the 2017 Gold Medallion Awards! Recipients will be honored at the event on Friday, January 12th. The Gold Medallion Awards were created to honor outstanding members, who by their participation, have had a positive impact on the apartment industry.

You are invited to submit nominations for the following award categories listed below. Select the category online nomination form you would like to nominate someone. Please fill out each nomination form as completely as possible. You will need to complete a separate form for each nomination. In the case of a tie, duplicate awards will be given.

Nominate, sponsor and reserve at:
www.theGMAs.com

COMMUNITY AWARDS:

- Conventional Community of the Year
- Affordable Community of the Year
- New Construction/Lease-Up Community
- Major Rehab Community of the Year
- Social Media Community of the Year

ASSOCIATE AWARDS:

- Associate Member of the Year
- Associate Member Company of the Year
- Associate Sales Person of the Year
- Associate Office Manager/Marketing Director
- Associate Rookie of the Year

PERSONNEL AWARDS:

- Manager of the Year
- Assistant Manager of the Year
- Leasing Professional of the Year
- Leasing Rookie of the Year
- Maintenance Supervisor of the Year
- Maintenance Technician of the Year
- Maintenance Rookie of the Year
- Housekeeper of the Year
- Groundskeeper of the Year
- Corporate Employee of the Year
- Regional Manager of the Year

SUBMISSION DETAILS: Electronic photos of nominees and communities are required. Please attached them in .jpg format when prompted. There is a \$25 entry fee for each nomination submitted except for the Associate awards. The deadline for nomination submission and accompanying photos/logos is December 18, 2017. Go to theGMAs.com to submit your nominations.

Questions, please contact Krystal at the BAAHQ Staff Office at 813-882-0222, Ext. 2.

BAY AREA APARTMENT ASSOCIATION

Gold Medallion Awards

BLACK & WHITE GALA

FRIDAY, JANUARY 12, 2018

SPONSORSHIP OPPORTUNITIES

*Sponsors will be acknowledged in print, in e-mails, on the website,
at the event and through our social media sites!*



Sponsorship Levels:

Description	DIAMOND \$2,500	PLATINUM \$2,000	GOLD \$1,500	SILVER \$1,000	BRONZE \$750
Logo on all marketing material including pre-event information, mail, e-mail, flyers, social media, etc.	Large	Medium	Small	Small	Small
Complimentary Tickets to Event	6	5	4	2	2
Video Loop - Logo Only at Entrance to Event Hall	Single Sponsor Slide	Single Sponsor Slide	Shared Sponsor Slide	n/a	n/a
Award Presentation of your choice	Yes	n/a	n/a	n/a	n/a
Award and PowerPoint Program Recognition	With Logo	With Logo	With Logo	With Logo	With Logo
Ad in Event Program	Full Page (4.5 x 7.5)	Half Page (4.5 x 3.75)	Quarter Page (2.25 x 3.75)	n/a	n/a

Visit www.theGMAs.com to become a sponsor.

Presented By



Presenting Sponsor



Sponsored By



MAINTENANCE MANIA!®

Thursday

February 15, 2018

5:30-9:00pm

Tampa Letter Carriers Hall

3003 West Cypress Street • Tampa, FL 33609

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
- Carrier Smart Comfort Air Conditioner 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

You must compete in all 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: \$45 Members, \$55 Non-members, Free for Competitors

(Competitors must complete at least 4 of the 8 games to qualify for free admission and dinner)

To receive Competitor's Registration Packet, visit BAAAHQ.org/maintenance-mania or email Andrew@BAAAHQ.org.
Registration date for participants to complete all forms is 2/8/18.
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:

Thursday, February 15, 2018

PLACE:

Tampa Letter Carriers Hall, 3003 West Cypress Street, Tampa, FL 33607

TIME:

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

COST:

\$45 Members, \$55 Non-Members, Free for Competitors

RESERVE AT BAAAHQ.ORG

No shows and non-cancelled reservations will be billed.

Sponsorship Opportunities

<p>Platinum Sponsor \$1,000.00</p>	<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
<p>Gold Sponsor \$800.00</p>	<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
<p>Silver Sponsor \$600.00</p>	<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
<p>Bronze Sponsor \$400.00</p>	<ul style="list-style-type: none"> • Acknowledgment on all printed material relevant to the event • Sponsorship signage at the event

EDUCATION & EVENTS

DECEMBER 4 GOVERNMENT AFFAIRS COMMITTEE MEETING

5:00 to 6:00pm

Derby Lane

10490 Gandy Boulevard North
St. Petersburg, FL 33702



DECEMBER 4 POKER FOR NAAPAC & SILENT AUCTION

6:30 to 10:00pm

Derby Lane

10490 Gandy Boulevard North
St. Petersburg, FL 33702

\$50.00 Non-Player

\$75.00 Player & Donation

Our major NAAPAC fundraiser of the year will feature no-limit Texas Hold'em. Visit BAAAHQ.org for all the details.

DECEMBER 14 BOARD OF DIRECTORS MEETING

4:30 to 5:45pm

Crowne Plaza Westshore

5303 West Kennedy Boulevard
Tampa, FL 33609

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

DECEMBER 14 HOLIDAY DINNER & INSTALLATION OF OFFICERS & DIRECTORS

6:00 to 10:00pm

Crowne Plaza Westshore

5303 West Kennedy Boulevard
Tampa, FL 33609

\$55.00 Members

\$65.00 Non-Members

Join us for our Holiday Dinner as we install our 2018 Officers and Directors and recognize the many volunteers and sponsors that contribute to BAAA and help further our mission and goals.

You'll enjoy holiday festivities with a live band. Make reservations for your entire staff to enjoy the holidays with BAAA!



JANUARY 12 GOLD MEDALLION AWARDS

BLACK & WHITE GALA

6:30pm to 12:00am

Bryan Glazer Family JCC
522 North Howard Avenue
Tampa, FL 33606

\$100 per person

The Gold Medallion Awards program recognizes the "Best of the Best" in the multi-family housing industry. The event begins with professional networking and reception followed by the presentation of awards in multiple categories. The evening ends with an After Party featuring a one hour open bar and music.

JANUARY 30 & 31 FAA LEGISLATIVE CONFERENCE

Tallahassee, FL

For More Information Contact:

Rona Long

rona@faahq.org

(407) 960-2910

[https://www.faahq.org/
events/2018-legislative-conference](https://www.faahq.org/events/2018-legislative-conference)

The annual Legislative Conference is your opportunity to make your voice heard in Tallahassee. New legislation impacting our industry is being filed for the 2018 session.

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.

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

CERTIFIED APARTMENT MAINTENANCE TECHNICIAN

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

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

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

CREDENTIAL CLASSES

- 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

CERTIFIED APARTMENT PORTFOLIO SUPERVISOR

Earning your CAPS takes you to the next level in property management. It fast-tracks your career advancement and your corresponding earning potential.

You'll learn about:

- Recruiting employees
- Employee performance, engagement, and retention
- Minimizing conflict
- Ethics and conflicts of interest
- Annual operating budgets and owner performance objectives
- Property and portfolio results
- Due diligence process
- Property takeover process
- Capital improvement plans
- Managing risk
- Minimizing legal risk and liability
- Regulatory agency oversight of assisted housing
- Analyzing property performance data to inform action
- Management agreements
- Evaluating and reporting property performance

March 5, 6, 7 & 8

Member: \$1499/Non-Member: \$1649

For more information, contact:

Debra@baaahq.org or call

(813) 882-0222 x3

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

DECEMBER 4

Government Affairs Committee Meeting

5:00 to 6:00pm @ Derby Lane

DECEMBER 4

Poker for NAAPAC & Silent Auction

6:30 to 10:00pm @ Derby Lane

DECEMBER 14

Board of Directors Meeting

4:30 to 5:45pm @ Crowne Plaza Westshore

DECEMBER 14

Holiday Dinner & Installation of Officers and Directors

6:00 to 10:00pm @ Crowne Plaza Westshore

DECEMBER 25

Christmas Day

BAAA offices will be closed

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

JANUARY

JANUARY 1

New Year's Day

BAAA offices will be closed

JANUARY 12

Gold Medallion Awards Black & White Gala

6:30pm to 12:00am @ Bryan Glazer Family JCC

JANUARY 15

Dr. Martin Luther King, Jr. Day

JANUARY 30 & 31

FAA Legislative Conference

Tallahassee, FL

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



MEMBERSHIP MEETING



DATE:
Thursday,
December 14, 2017

PLACE:
Crowne Plaza
Westshore
5303 W. Kennedy Blvd.
Tampa, FL 33609

TIME:
6:00 to 10:00pm

COST:
\$55 Member
\$65 Non-Member

*Register at
www.baaahq.org*

HOLIDAY DINNER

Installation of Officers & Directors Member Recognition

Join us for our Holiday Dinner as we install our 2018 Officers and Directors and recognize the many volunteers and sponsors that contribute to BAAA and help further our mission and goals.

You'll enjoy holiday festivities with a live band.
Invite your entire staff
to join BAAA for the holidays!

*Make your reservations today
by going to www.baaahq.org!*

NEW MEMBERS

ASSOCIATES

A-Team Apartment Rentals

14219 Walsingham Road, Suite K
Largo FL 33774
(727) 482-8194
Locator Services, Real Estate Services

EmpireWorks Reconstruction and Painting

8270 Woodland Center Blvd
Tampa FL 33614
(888) 278-8200
General Contractor

RSC Multifamily Construction

10056 Gibsonton Dr
Riverview FL 33578
(904) 517-9184
General Contractor

Witt Fence Company

6720 U.S. 301
Riverview FL 33578
(813) 671-1995
Access Gates Control Systems

COMMUNITIES

Azola at Magnolia Park

9303 Cobalt Drive
Riverview FL 33578
(813) 370-1359 Units: 366

Bainbridge Ybor City

1512 E 12th Ave
Tampa FL 33605
(813) 304-0405 Units: 240

Omaha Circle Apartments

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

Jasmine Terrace

1250 Skipper Road
Tampa FL 33613
(813) 289-2900x1107 Units: 319

The Place at Carrollwood

4949 Marbrisa Drive
Tampa FL 33624
(813) 962-7181 Units: 224

Welcome!

ADVERTISERS

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Lifestyle Flooring, Inc.	5
Lindsey M. Porter, PA	36
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Switch Electric	9
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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

GET YOUR 2017 THIRD QUARTER SURVEY



Now owners and property managers throughout the Bay Area can simply log on to www.baaahq.org and purchase the 2017 Third Quarter Survey is available now.

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.

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Claudos G. Spears
Of Counsel

Street Address:
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St. Petersburg, FL 33702

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