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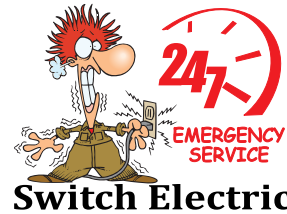
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Bayline Magazine is published monthly in the interests of all segments of the apartment industry. Opinions expressed are those of the authors and do not reflect the opinion of the Bay Area Apartment Association unless specifically stated as such.

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

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Don't You Just “Love It”?

By JoAnna Brandi

Ever find yourself walking out of a restaurant or movie saying, “I loved it”? Ever say, “I love my mechanic,” or “I love my hair dresser,” or “I love my car”? Ever find a place in nature that makes you feel so connected that when you think of it, you actually feel how much you love the place? I’ll bet you do.

When I think about places, people and products that make my heart sing, I’m thinking “I love that!” and I love

how that makes me feel!

When we love and appreciate a person, a place, a thing or an experience we want to share the joy. We want our friends to know. We want them to see the courses we are taking, the books we are reading, even the food we are eating.

While LOVE is not the first word that comes to mind when we speak of business, LOVE and LOYALTY are so

inextricably tied together that’s it’s hard to peel them apart. And why would you want to?

When your customers LOVE what you do, how you do it, and how you show up while you do it, they are motivated to come back because they feel good. They got the value they were hoping for and maybe more!

People want to feel good. Why? The human body functions best when it’s positive. Period.

Now that we know that science has proved that it’s true it’s easy to see that when you leave your employees and customers feeling happy (and maybe even loved) you’ve made a deposit in an emotional bank account that over time compounds, grows larger and actually makes your business easier to grow.

Human beings crave appreciation (In fact William James once said the deepest human need is that for appreciation.) While we have set aside one day a year Valentine’s Day to celebrate love I think in light of all that is going on in the world today, we might just consider doing that a little more often!

So, start telling your customers and co workers how much you love and appreciate them. Pass the love along.

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Washington is Calling

By Kevin Schwartz, BAAA Government Affairs Director

The apartment industry will press its agenda up against a new Congress and President March 7-8 in one of the most important NAA Capitol Conferences in years.

The direction of Congress on comprehensive tax reform will take center stage this spring based on the House Republican blueprint for future tax reform. It will be a long road for that blueprint to become enacted legislation, but the last major tax reform act in 1986 under President Reagan roiled the apartment industry, and it is crucial that NAA members from affiliates around the country present industry arguments to their local delegations during Lobbying Day March 8.

The prime industry objective is to support legislation “that promotes economic growth and investment in rental housing without unfairly burdening apartment owners and renters relative to other asset classes.”

Specific priorities include protecting “flow-through entities” (e.g., LLCs, partnerships, S Corporations, etc.), which are the dominant business struc-

ture in our industry; maintaining “like-kind exchanges” where property owners can defer tax on the gain on sale of an asset if, instead of selling their property, they exchange it for another comparable property. Tax reform should also take care to preserve investment incentives.

Other issues front and center will be reauthorization of the National Flood Insurance Program, reasonable energy efficiency reforms, and addressing regulatory barriers to building and rehabbing for affordable multi-family housing.

Register for CapCon using this link at the new NAA website <http://bit.ly/2krLEu7>.

If you intend to join the BAAA delegation on Lobby Day, please let me know with an email including your home and work addresses so I can make sure you visit with the Congress member that most closely represents you.

MARKETING-BRANDING TAKES OFF

There is a new full-blown committee in town. The organizational meeting for BAAA’s marketing and branding efforts went so well on January 12 that

the association executive committee has deemed it a stand-alone committee. (It previously was planned as a subcommittee of membership).

The committee chairman is Les Leith of National Doorstep Pickup, co-chaired by Whitney Benjamin of BG Multifamily and staffed by yours truly. It is scheduled to meet on the second Thursday of each month starting at 11:30 a.m. and hosted by Greystar, 4030 W Boy Scout Blvd #800, Tampa, 33607.

In the first meeting, members focused on gaining more screen time on digital devices among the membership, especially by updating BAAA’s social media channels several times a day. Steps were taken for committee members to get directly involved in that, and you may have noticed an uptick in activity already.

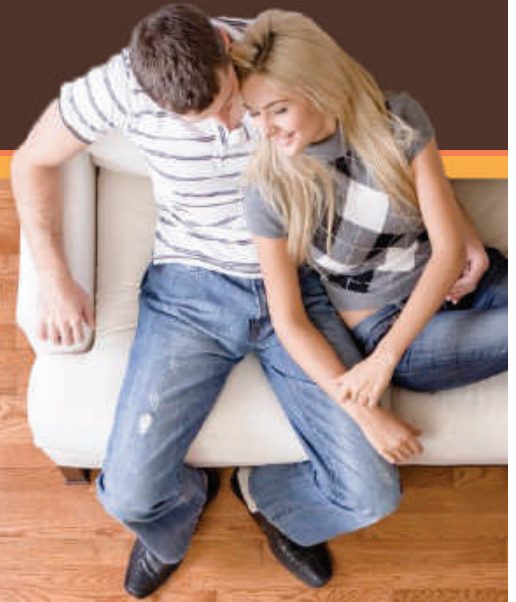
The committee plans to especially engage “second-level” on-site property employees who may not naturally be aware of BAAA and its events and activities, including developing a new-hire packet that managers could hand out to new employees.

The committee is open to all BAAA members with an interest in marketing and branding. To get on the email list, just email Kevin.

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



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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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In Celebration of Black History Month

Over the last 150+ years, African American life, history, and culture have become major forces in the United States and the world. African Americans in music, art, and literature have become universally appreciated by the global community. The prominence achieved by African Americans, as well as other people of African descent, in shaping world politics, war, and diplomacy. Today, few can deny the impact of African Americans in the making of American history including the election of the first African American President.

In 1976, when Black History Month was officially acknowledged at a speech given by President Gerald Ford noting that in celebrating Black History Month, we can take satisfaction from the realization of the ideals envisioned by

our Founding Fathers and we can seize the opportunity to honor the too often neglected accomplishments of black Americans in every area of endeavor throughout our history.

Carter Goodwin Woodson, who was a noted historian, publisher and a pioneer in American Black history was the driving force behind what originally began as Negro History Week in 1926 and has now become a celebration of black history chronically the lives of strong men and women who shaped every dimension of American life.

Notable African American mentors and leaders include Harriet Tubman, George Washington Carver, Rosa Parks, Jackie Robinson, Muhammad Ali, Frederick Douglass, Thurgood Marshall, Dr.

Martin Luther King, Jr., and countless outstanding athletes, authors, artists, teachers, scholars, entertainers and celebrities.

The National Museum of African American History and Culture opened in September 2016. The Museum is a Smithsonian Institution museum designed by David Adjaye located on the National Mall in Washington, D.C.

The collection includes more than 36,000 items — notable items in the collection include:

- A linen and silk shawl given to Harriet Tubman by Queen Victoria
- A trumpet owned by jazz musician Louis Armstrong
- A dress owned by actress and singer Pearl Bailey
- A cherry red Cadillac convertible owned by rock and roll singer Chuck Berry
- A railroad car from Chattanooga, Tennessee built by the Pullman Company in 1922
- Boxing headgear worn by Cassius Clay (later to be known as Muhammad Ali)
- A Purple Heart and footlocker owned by Tuskegee Airman, James McCullin
- A PT 13D Stearman biplane used by the Army Air Corps in 1944 to train the Tuskegee Airmen

Black History Month strives to bring the message to future generations of African American's who bring diverse and ongoing cultural heritages rich with experiences that share today's vision of promise alongside the struggles, joys and losses of a history born of strife.

*Excerpted with thanks from
wikipedia.com & teachersincharge.com •*

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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!



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EPA's Updated Refrigerant Management Requirements... What Reclaimers Need to Know

The changes in the Clean Air Act Section 608 will bring about multiple challenges to the multi-family industry in the coming months. It is important that your maintenance team invest the time to learn about these changes and plan for the additional ones that will take place now and in 2018. Make sure you budget for additional costs and that you know and understand what your need to do to be in compliance. This may be the best time to meet with your trusted suppliers, review who needs to be certified and plan for any needed training and testing costs before you face a potential fine or significant equipment failure that could be avoided.

WHAT ARE THE SECTION 608 REGULATIONS?

Section 608 of the Clean Air Act prohibits the knowing release of refrigerant during the maintenance, service, repair, or disposal of air-conditioning

and refrigeration equipment. The EPA requires proper refrigerant management practices by reclaimers, owners and operators of refrigeration and air-conditioning systems, technicians, and others.

WHAT CHANGED IN THE REGULATIONS?

In the fall of 2016, the EPA updated the existing requirements related to ozone depleting substances (ODS), such as CFCs and HCFCs, and extended them to substitutes such as HFCs. The updates included:

- More stringent requirements for repairing leaks in larger appliances
- New record keeping for the disposal of appliances containing five to 50 pounds of refrigerant
- New reporting requirements that apply when larger appliances leak 125% or more of their charge
- in a calendar year
- The sale of HFC refrigerant to technicians certified under Sections 608 or 609 of the Clean Air Act; and
- Changes to improve readability and simplify compliance.

HOW DO THE NEW REQUIREMENTS AFFECT RECLAIMERS?

Beginning January 1, 2017, reclaimers must comply with the revised provisions. Changes to the existing regulations are

underlined below.

The EPA is establishing reclamation standards for HFCs, PFCs, and HFOs based on AHRI Standard 700-2016, Specifications for Refrigerants. Reclaimers must:

- Analyze each batch of ODS and non-ODS refrigerant being reclaimed;
- Verify that each batch of reclaimed refrigerant meets the AHRI 700-2016 standard;
- Release no more than 1.5 percent of the refrigerant during the reclamation process; and
- Dispose of wastes from the reclamation process (e.g., oils) in compliance with all applicable laws and regulations (e.g., Resource Conservation and Recovery Act).

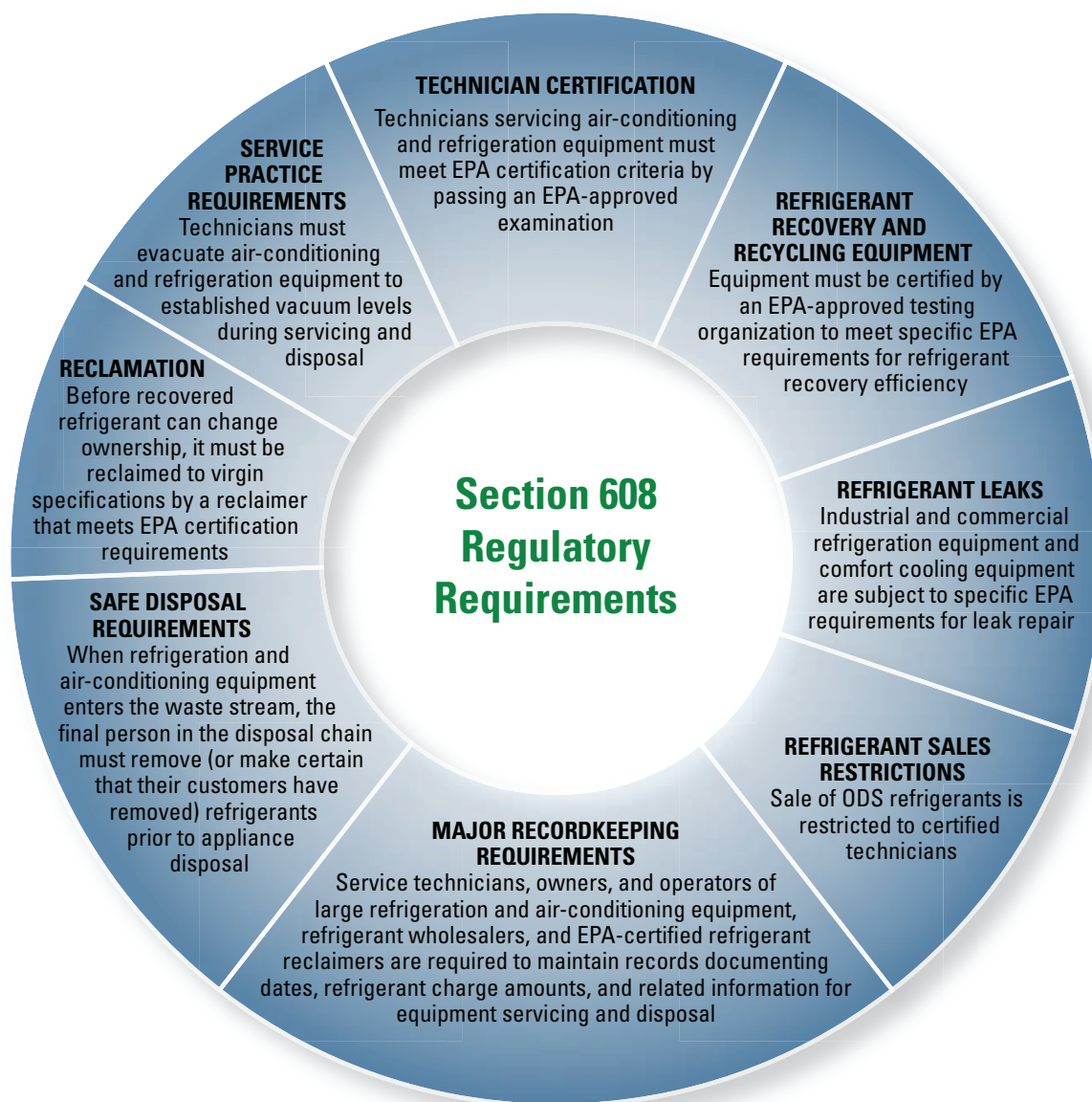
Reclaimers must maintain records of the quantity of each refrigerant sent for reclamation; the mass of each CFC, HCFC, and substitute refrigerant (e.g., HFCs) reclaimed; the mass of waste products from the reclamation process; and customer and sales records.

Reclaimers must submit annual reports to the EPA noting the mass of ODS and substitute refrigerant received for reclamation by refrigerant type, the mass of refrigerant reclaimed by refrigerant type, and the mass of waste products from the reclamation process.

Please see the EPA Section 608 web-page at www.epa.gov for more information. •



Section 608 Regulatory Requirements: Stationary Refrigeration and Air Conditioning



Enforcement

EPA performs random inspections, responds to tips, and pursues potential cases against violators of the Section 608 regulations. EPA is authorized to assess fines of up to \$37,500 per day for any violation of these regulations.

Additional Resources

EPA Ozone Layer Protection Website:
epa.gov/ozone/strathome.html

EPA Section 608 Website:
epa.gov/ozone/title6/608/

EPA Enforcement Website:
epa.gov/ozone/enforce/

EPA Phaseout of Ozone-Depleting Substances Website:
epa.gov/ozone/title6/phaseout/

EPA Responsible Appliance Disposal Website:
epa.gov/ozone/partnerships/rad/

EPA GreenChill Website:
epa.gov/greenchill/

EPA Stratospheric Ozone Information Hotline: 1-800-296-1996

What is Customer Loyalty?

We're not talking about a traditional loyalty program that brings a customer back because they get the seventh sandwich free or they get frequent flyer points for future travel.

We are talking about the kind of loyalty derived from an overwhelming feeling of immense satisfaction with a product or service — a feeling that elicits an emotional reaction and drives a decision to recommend a particular service or product to a friend or colleague.

Wikipedia calls it the loyalty business model, but however you want to refer to it the simple idea is that building and maintaining a customer base who loves your product and will recommend it to people is the best way to achieve long term growth and profitability.

Still think a customer only tells 10



friends about a bad experience? Think again! Two thirds of the world's Internet population now visit a social network or blog site weekly. Creating loyal customers who will share positive experiences is vital to your organization.

Developing real customer loyalty is a process — it requires buy in from all levels of your organization and is geared toward keeping customers truly enchanted so they not only remain loyal but also will share their excitement with

others resulting in new business for you.

Providing top notch customer service is a primary element in gaining customer loyalty, but it is not the only consideration. Today's customers already expect excellent service as a basic principle — meaning to be treated in a friendly, polite and professional manner along with responding in a timely manner to their needs.

Customer loyalty is derived from three main components:

- 1) The customer's perceived value of the product/service
- 2) How well that product/service meets their needs
- 3) Exceptional customer service you provide

If your customer has a problem, you should do whatever it takes to make things right. Hint! Customers know you are not perfect — but letting them witness how earnestly you strive for perfection can be a powerful customer service weapon! Ask for feedback. Listen to what your customers say. Act accordingly.

Simple satisfaction does not equal customer loyalty. Customers need to find value in your product, receive remarkable customer service every time, and feel like they are dealt with professionally, fairly and promptly.

The fast track to increasing customer loyalty — retention and referrals — is to determine and put into effect policies in your organization that will elevate your customers experience to the level where they will sing your praises.

*Excerpted with thanks from
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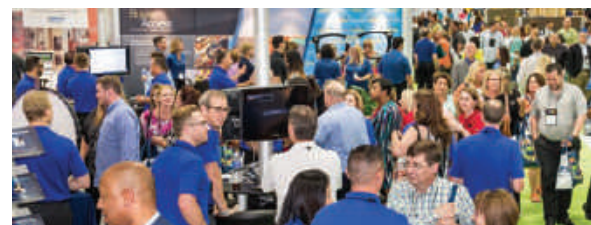
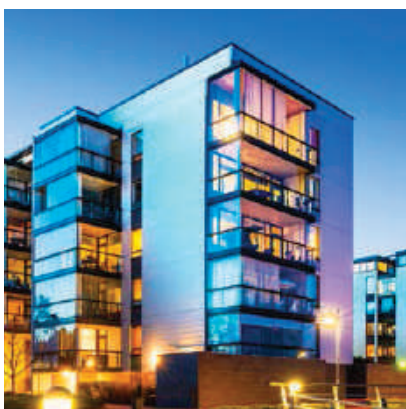
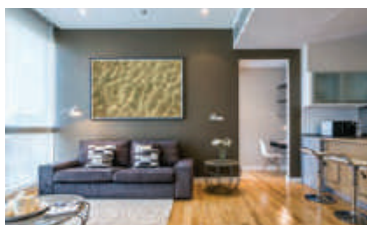
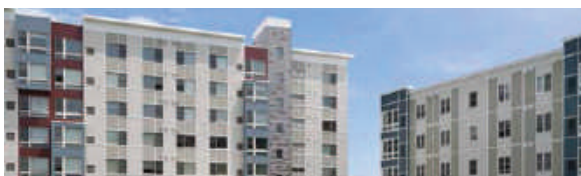
A black and white advertisement for PPG Paints. On the left is a can of "BREAK-THROUGH! SATIN Water-Borne Acrylic Interior/Exterior" paint. To the right of the can is a stopwatch showing a time of approximately 15 minutes. The text "Time is Money." is prominently displayed above the stopwatch. Below the stopwatch, it says "BREAK-THROUGH!® puts your property back into service fast with a quick dry time of 15-20 minutes!". At the bottom, it says "For more information or to find a PPG Paints location near you visit ppgpaints.com".

Time is Money.

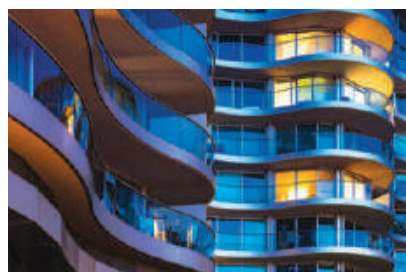
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Happy Birthday, Mr. President!

Why do we have Presidents Day?

Presidents' Day falls on the third Monday in February in the United States. It is properly known as Washington's Birthday, the first president of the United States. The day is meant to celebrate George Washington and the contributions of all presidents of the U.S. It became a federal holiday in 1879.

The federal holiday, Washington's Birthday, honors the accomplishments of the man who has been referred to, for over two centuries, as "The Father of his Country." Celebrated for his leadership

in the founding of the nation, he was the Electoral College's unanimous choice to become the first President; he was seen as a unifying force for the new republic and set an example for future holders of the office.

The holiday also pays tribute to the general who created the first military badge of merit for the common soldier. Revived on Washington's 200th birthday in 1932, the Purple Heart recognizes injuries received in battle. Like Memorial Day and Veterans Day, Washington's

Birthday weekend offers another opportunity to honor our country's veterans.

Things started to change, though, in 1968, when Congress introduced the Uniform Monday Holiday Bill in an effort to create as many long weekends as possible for U.S. workers. This law altered a handful of holidays to always fall on Monday, including moving Washington's birthday to the third Monday in February, even though it would not fall on Washington's actual birthday.





Congress debated the idea to rename the holiday Presidents' Day. While the holiday was moved off Washington's birthday, the name was never officially changed. When the new holiday rules took effect in 1971, the retail power of states such as California, Florida and Texas latched onto the Presidents' Day name as businesses around the country took advantage of the promotional opportunities, including multi-family events tied with Florida's "early spring" leasing and renewal specials. Our 45th President is currently settling in to his new apartment in the White House!

Want to have some fun while celebrating Washington's Birthday? Check out GeorgeFest. GeorgeFest is the longest running festival celebrating George Washington's birthday in Eustis, Florida and the second longest running festival in the country second only to Laredo, TX.

The festival include dining, music, fireworks, rides, a parade and a 5 K run. From a simple parade in 1902 of bicycles and Model T's, decorated with red, white and blue bunting, GeorgeFest has is now a two-day event that welcomes thousands of patriotic fun seekers.

February 24, 25 and 26 marks the 115th festival in honor of America's founding Father, George Washington, and all that this country represents to us all.

Information for this article excerpted from www.wikipedia.com & The Library of Congress. •

Check out this handy list of Florida's legal holiday's to use when preparing to file notices.

Florida Statute 683

683.01 Legal holidays –

(1) The legal holidays, which are also public holidays, are the following:

- (a) Sunday, the first day of each week.
- (b) New Year's Day, January 1.
- (c) Birthday of Martin Luther King, Jr., January 15.
- (d) Birthday of Robert E. Lee, January 19.
- (e) Lincoln's Birthday, February 12.
- (f) Susan B. Anthony's Birthday, February 15.
- (g) Washington's Birthday, the third Monday in February.
- (h) Good Friday.
- (i) Pascua Florida Day, April 2.
- (j) Confederate Memorial Day, April 26.
- (k) Memorial Day, last Monday in May.
- (l) Birthday of Jefferson Davis, June 3.
- (m) Flag Day, June 14.
- (n) Independence Day, July 4.
- (o) Labor Day, the first Monday in September.
- (p) Columbus Day and Farmers' Day, the second Monday in October.
- (q) Veterans' Day, November 11.
- (r) General Election Day.
- (s) Thanksgiving Day, the fourth Thursday in November.
- (t) Christmas Day, December 25.
- (u) Shrove Tuesday, sometimes also known as "Mardi Gras," in counties where carnival associations are organized for the purpose of celebrating the same.

(2) Whenever any legal holiday shall fall upon a Sunday, the Monday next following shall be deemed a public holiday for all and any of the purposes aforesaid.

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**National
Championship****WINNERS**

Qualifying Program	#	Name	Community	Management Company
1st Place Overall	17	Bennie Santiago	Lakeside Apartments	Collier Companies
2nd Place Overall	20	Ariel Santiago	Camden Visconti	Camden Property Trust
3rd Place Overall	12	Miguel Robles	Avesta University Gardens	Avesta
4th Place Overall	7	Nick Williams	Reserve at Gateway	Greystar
5th Place Overall	52	Erik Norling	Avesta Bay Crossing	Avesta
6th Place Overall	63	John Perez	Camden Bay	Camden Property Trust
7th Place Overall	3	Dan Champagne	The Vinings at Hunters Green	Milestone Management
8th Place Overall	16	Jesus Velasquez	Camden Royal Palms	Camden Property Trust
9th Place Overall	48	Ruben Hernandez Evans	Camden Westchase Park	Camden Property Trust
10th Place Overall	21	Jacob Sandage	Camden Visconti	Camden Property Trust

Water Heater

1st Place	20	Ariel Santiago	Camden Visconti	Camden Property Trust
2nd Place	12	Miguel Robles	Avesta University Gardens	Avesta
3rd Place	17	Bennie Santiago	Lakeside Apartments	Collier Companies

Faucet

1st Place	20	Ariel Santiago	Camden Visconti	Camden Property Trust
2nd Place	12	Miguel Robles	Avesta University Gardens	Avesta
3rd Place	17	Bennie Santiago	Lakeside Apartments	Collier Companies

Toilet

1st Place	17	Bennie Santiago	Lakeside Apartments	Collier Companies
2nd Place	20	Ariel Santiago	Camden Visconti	Camden Property Trust
3rd Place	63	John Perez	Camden Bay	Camden Property Trust

Icemaker

1st Place	7	Nick Williams	Reserve at Gateway	Greystar
2nd Place	17	Bennie Santiago	Lakeside Apartments	Collier Companies
3rd Place	52	Erik Norling	Avesta Bay Crossing	Avesta

Fire-CO Safety

1st Place	12	Miguel Robles	Avesta University Gardens	Avesta
2nd Place	20	Ariel Santiago	Camden Visconti	Camden Property Trust
3rd Place	7	Nick Williams	Reserve at Gateway	Greystar

Key Control

1st Place	7	Nick Williams	Reserve at Gateway	Greystar
2nd Place	3	Dan Champagne	The Vinings at Hunters Green	Milestone Management
3rd Place	17	Bennie Santiago	Lakeside Apartments	Collier Companies

Ceiling Fan

1st Place	12	Miguel Robles	Avesta University Gardens	Avesta
2nd Place	17	Bennie Santiago	Lakeside Apartments	Collier Companies
3rd Place	7	Nick Williams	Reserve at Gateway	Greystar

Race Car

1st Place	7	Nick Williams	Reserve at Gateway	Greystar
2nd Place	52	Erik Norling	Avesta Bay Crossing	Avesta
3rd Place	3	Dan Champagne	The Vinings at Hunters Green	Milestone Management

WINNER PHOTOS



WINNER PHOTOS



PHOTOS





PHOTOS





PHOTOS





PHOTOS





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Sean Bailey
Payroll/HR

Carrier Corporation

6307 Secret Court
Tampa FL 33625
Matt Locke - (813) 416-9375
HVAC

Clean Box LLC

270 Clearwater Largo Road N Suite C
Largo FL 33770
Omar Abed - (727) 223-5891
Valet Laundry/Dry Cleaning

Commercial Pavement Pros

8710 W Hillsborough Ave #214
Tampa FL 33615
Michael Strouse - (813) 853-3010
*Asphalt, Concrete, Pavement,
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Liberty Rent Guarantee

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Fairhope AL 36523
Sharp Gillespy
Rental Guarantee Contracts

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Tampa FL 33634
Les Leith (844) 278-8727
*Trash Porting, Valet Services,
Waste Hauling, Recycling*

Oasis Outsourcing

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Tampa FL 33614
Sylvia Parker
Employer Services, Payroll/HR

Professional Debt Mediation Inc

7948 Baymeadows Way, 2nd Fl
Jacksonville FL 32256
Charlene Meier - (904) 398-0747
*Collection Services, Credit Bureaus,
Credit Reporting*

Real Floors

1155 Charles St, #107
Longwood FL 32750
Lisa LaVigne - (407) 960-1752
Flooring

Servpro Tarpon/West Tampa

261 Douglas Road East
Oldsmar FL 34677
Brad Carter - (813) 855-0888
Disaster Restoration, Fire Protection

Stand Up Guys Junk Removal

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Marietta GA 30066
Ryan Keane - (813) 512-0480
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610 Irene St
Orlando FL 32805
Suzanne Kilker - (407) 294-9041
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Suncoast Ceiling and Striping

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Tarpon Springs FL 34688
Jeff Green - (727) 940-6780
*Pool Decks, Asphalt, Concrete,
Sealing & Striping*

Trash Butler

1513 E 9th Ave
Tampa FL 33605
Brittney Washington - (877) 941-1007
Valet Trash

Universal Contracting Services Inc

5008 W Linebaugh Ave #13
Tampa FL 33624
Hadeel Elsheshaiy - (813) 252-8435
General Contractors

COMMUNITIES

Cambridge Square

1101 Cambridge Square
Winter Haven FL 33880
(863) 299-1000 Units: 73

Camden Royal Palms Apartments

826 Milano Cir
Brandon FL 33511
(813) 689-8484 Units: 352

Courtland Terrace

2000 15th Court NW
Winter Haven FL 33881
(407) 288-7535 Units: 30

Freedom Gardens Apartments

932 Freedom Way
Brooksville FL 34601
(352) 777-4675 Units: 96

Grande Oasis at Carrollwood

3516 Grand Cayman Dr
Tampa FL 33614
(813) 932-8600

Integra Junction

15175 Integra Junction
Odessa FL 33556
(813) 563-4050 Units: 322

Park at Wellington

4311 Jordana Way
Holiday FL 34691
(352) 777-4675 Units: 110

Sunrise Park Phase 1 LTD

105 Sunrise Parkway
Lake Wales FL 33853
(863) 678-9700 Units: 72

Tempo at Encore

1102 Ray Charles Blvd
Tampa FL 33602
(813) 280-0211 Units: 203

The Fitzgerald

1211 E Kennedy Blvd
Tampa FL 33602
(813) 204-9151 Units: 300

The Lodge at Hidden River

14509 Riveredge Dr
Tampa FL 33637
(813) 442-6030 Units: 300

PROPERTY MANAGEMENT

Harbor Group Management

999 Waterside Drive #2300
Norfolk VA 23510

PMI JCM Realty Group

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Temple Terrace FL 33617
(813) 333-9617

Venterra Realty

13831 Northwest Freeway #630
Houston TX 77040
(281) 822-9464

Vinex Investments LLC

10200 Gandy Blvd North
St Petersburg FL 33702
(727) 576-9601





"Spikes for Tykes" Volleyball Tournament

Friday, March 24, 2017

9:00am to 4:30pm

Beach Bar Tampa

**7700 Courtney Campbell Causeway
in Tampa**

**Put a
co-ed team
together
with at least 2
females and
play volleyball!**

**Or, just be a
spectator and
come out
to cheer on your
favorite team!**

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to watch
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Sponsor

"In Your Face"
Volleyball Logo Sponsor
Team: \$125/No Team: \$150

Raffle & Door Prize Sponsors
(\$100, \$150, \$200)

PLAYER'S COST:

**\$300 per
6-Person Team**

**\$50 per
Individual Player**
*Includes lunch &
one drink ticket*

SPECTATOR'S COST:

\$25 per Person
*Includes lunch &
one drink ticket*

EDUCATION & EVENTS

FEBRUARY 21, 22 MARCH 14, 15, 29 & 30 SPRING CAMT 6-DAY COURSE

9:00am

**Chadwell Supply
5115 Joanne Kearney Boulevard
Tampa, FL 33619-8602
Members: \$839
Non-Members: \$939**

"New Florida Law effective July 1, 2016" An on-site Credentialed CAMT for communities of 100-units or more can NOW perform/supervise RE-PAIRS ONLY (No replacements) of UP TO \$1000 on Hot Water Heaters and HVAC Systems. 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.

Qualification Requirements: One year of apartment/rental housing maintenance experience before Final Exam. Successfully complete all required classroom courses and online content listed above. Meet requirements above and pass Final Exam within 12-months of NAAEI registration for CAMT Course.

FEBRUARY 23, 24, 25 & 26 CAPS EXPRESS

9:00am

AAGO

**340 North Maitland Avenue
Maitland, FL 32751-4788
Members: \$1,499**

CAPS Express will be instructed by Alex Jackiw, CAPS, CPM. The Certified Apartment Portfolio Supervisor (CAPS) designation was developed for Regional/District Managers, Maintenance Directors, Mid-Upper Level Management, Marketing Directors, and those aspiring to move to that level. Industry experience requirement is either CAM, ARM, RAM with two years of apartment management or a Property Supervisor with two years of multi-site experience.

Training Includes:

- Legal Responsibilities and Risk Management
- Financial Management
- Property Performance Management
- Property Evaluation and Due Diligence
- Effective Leadership

FEBRUARY 28 ASSOCIATE'S COUNCIL BREAKFAST

11:30am to 1:30pm

Rusty Pelican

**2425 North Rocky Point Drive
Tampa, FL 33607
Members: \$40
Non-Members: \$50**

Join the Associate's Council for their first luncheon of 2017! We will be kicking off our trade show - giving you all the information you need to register as an exhibitor. A Property Management VIP will be stopping by to share best practices! Don't miss out!

MARCH 7 & 8 NAA CAPITOL CONFERENCE

JW Marriott

**1331 Pennsylvania Avenue N
Washington, DC 20004**

The industry's largest advocacy event is dedicated to educating grassroots activists on critical issues and mobilizing them to meet with their members of Congress on Lobby Day.

The upcoming event may be the most critical ever, as advocates need to introduce themselves to their new members of Congress and strengthen their relationships with returning members. Our goal is to reach all 535 members of Congress.

The NAA Spring Governance Meeting, March 5 -7, immediately precedes the NAA Capitol Conference. Whether you're new to Lobby Day or a seasoned advocate, you can make an impact. Congress needs to hear from their constituents who experience firsthand the issues they vote on. It's a win for you and a big win for the industry. Register at <http://capitol-naa.naahq.org/attend-capitol-conference/> registration

MARCH 16 SEMINAR: "THE POWER CLOSE" PRESENTED BY DON SANDERS

8:30am to 12:00pm

**Holiday Inn Tampa Westshore
700 North Westshore Boulevard
Tampa, FL 33609**

Members: \$79

Non-Members: \$99

Get ready to laugh and learn a lot about the technique closing a sale. It is all about the close! Unfortunately many sales and marketing people forget that the close starts from square one, that's right, it begins with your marketing efforts. There are multiple levels of closing that occur before the

application. Explore; Marketing Attention Closes, Telephone Greeting Closes, First Impression Closes, Personality Closes, Demonstration Closes and many more! This class is appropriate for new sales people, experienced sales people and those who supervise sales people. While the foundation is aimed at the multi-family housing sales team, salespeople of all product types and services can transfer the skills from this session, so vendors please join.

Prepare to learn through laughter as I teach through my experiences as a Leasing Specialists and Leasing Director. Meet some of my most difficult clients and challenging colleagues as you sit back and hear motivational and educational stories that drive you to insane laughter and learning all at once!

Most of all, leave this session with a new empowerment for sales, become a sales super hero of sorts, gain "The Power Close"!

MARCH 16 BOARD OF DIRECTORS MEETING

4:30pm to 5:45pm
Rusty Pelican
2425 North Rocky Point Drive
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.

MARCH 16 DINNER MEETING "MENTORED FOR SUCCESS" WITH DON SANDERS

6:30pm to - 8:30pm
Holiday Inn Tampa Westshore
700 North Westshore Boulevard
Tampa, FL 33609

Member Earlybird: \$45
Registration Ends 3/9/17

Member Late: \$55
Registration Opens 3/10/17

Non-Member Earlybird: \$55
Registration Ends 3/9/17

Non-Member Late: \$65
Registration Opens 3/10/17

At birth our parents have high hopes for us to become extremely successful people. As the saying goes, "It takes a village to raise a child". During the journey through childhood to adulthood and beyond we are introduced to a number of influential dynamics from a multitude of people.

This dinner address is going to take a very humorous look at all of the sane people, and wack-a- doodle people that have driven me to levels of success that I never thought possible. From parents to teachers, bosses to media personalities ... it is an all-encompassing look at the 12 best lessons ever learned from my mentors. So... sit back and prepare to "Get Your Giggle On" with an evening of educational comedy and entertainment!

EDUCATION & EVENTS

MARCH 20 SUPPLIER SUCCESS COURSE (ASSOCIATE MEMBERS ONLY)

8:30am to 4:00pm
Location TBD
Members: \$90
Non-Members: \$129

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.

MANAGEMENT SPONSORSHIPS
AVAILABLE!

MARCH 24 "SPIKES FOR TYKES" VOLLEYBALL TOURNAMENT

9:00am to 4:30pm
Beach Bar Tampa
7700 Courtney Campbell
Causeway in Tampa
Spectator: \$25
Six Person Team: \$300
Individual Team Player: \$50

Sand, Sun and Spirit! It's time to put your team together for the annual Chadwell Supply "Spikes for Tykes" Volleyball Tournament! Start by putting a 6 person co-ed team (min. 2 females) together and then kick back and get ready to play! Not into volleyball? Then register as a spectator and come out to cheer for your favorite team! It's all for a good cause! Net Proceeds Benefit the Children's Home Network!

Register for any event at
www.BAAAhq.org

QUESTIONS? CALL BAAA
(813) 882-0222

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				

FEBRUARY

FEBRUARY 21, 22, MARCH 14, 15, 29, 30

Spring CAMT 6-day Course

9:00am @ Chadwell Supply

FEBRUARY 23, 24, 25 & 26

CAPS EXPRESS

9:00am @ AAGO

FEBRUARY 28

Associate's Council Breakfast

11:30am to 1:30pm @ Rusty Pelican

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	

MARCH

MARCH 7 & 8

NAA Capitol Conference @ JW Marriott

MARCH 14, 15, 29, 30

Spring CAMT 6-day Course

9:00am @ Chadwell Supply

MARCH 16

Seminar: "The Power Close" Presented by Don Sanders

8:30am to 12:00pm @ Holiday Inn Tampa Westshore

MARCH 16

Board of Directors Meeting

4:30pm to 5:45pm @ Rusty Pelican

MARCH 16

Dinner Meeting "Mentored for Success" with Don Sanders

6:30pm to - 8:30pm @ Holiday Inn Tampa Westshore

MARCH 20

Supplier Success Course (Associate Members Only)

8:30am to 4:00pm @ Location TBD

MARCH 24

"Spikes for Tykes" Volleyball Tournament

9:00am to 4:30pm @ Beach Bar Tampa

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



March Dinner Meeting

“Mentored for Success” *with Don Sanders*



DATE:

Thursday,
March 16, 2017

PLACE:

Holiday Inn
Tampa Westshore
700 N. Westshore
Tampa, FL 33609

TIME:

6:30 to 8:30pm

COST:

\$45/\$55 Members
\$55/\$65 Non-Members
*Members must
log to register.*

RESERVE AT:
BAAAHQ.ORG

At birth our parents have high hopes for us to become extremely successful people. As the saying goes, “It takes a village to raise a child”. During the journey through childhood to adulthood and beyond we are introduced to a number of influential dynamics from a multitude of people.

This dinner address is going to take a very humorous look at all of the sane people, and wack-a- doodle people that have driven me to levels of success that I never thought possible. From parents to teachers, bosses to media personalities ... it is an all-encompassing look at the 12 best lessons ever learned from my mentors.

So... sit back and prepare to “Get Your Giggle On” with an evening of educational comedy and entertainment!



We Have a New Website!

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

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

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

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

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

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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

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.

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Mailing Address:
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St. Petersburg, FL 33742

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

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

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