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Help BAAA celebrate 30 years by getting involved,
attending trainings, seminars, meetings, and so much more!

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Bayline Magazine is published monthly in the interests of all segments of the apartment industry. Opinions expressed are those of the authors and do not reflect the opinion of the Bay Area Apartment Association unless specifically stated as such. We invite the contribution of articles or information that would be of interest to the multifamily housing industry.

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

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

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PRESIDENT'S MESSAGE

Happy 30th Anniversary BAAA!

By Chris Koback, South Oxford Management

It's such a thrill to serve as president of this incredible association, especially during such a time of celebration and growth.

I would like to personally extend a huge thank you to the Executive Committee, Directors, committee chairs, GMS staff and all the volunteers who continue to make BAAA so successful. I also want to say thank you to all the members, both management and associate, who contribute both time and sponsorship dollars because without you we could not accomplish what we do.

We start our 30th anniversary celebration year with the addition of Manatee, Sarasota, Hardee and DeSoto

counties. I would like to welcome all of our new friends to the south with a very warm welcome. One of my top objectives this year is to bridge us all together and to increase overall participation by increasing our presence and our support to your counties. I look forward to meeting as many of you as possible and I know I speak for everyone at BAAA.

We have a full calendar in 2018 including amazing educational opportunities such as CAPS, CAM, NALP, CAMT, Supplier Success and many other great seminars. Additionally, we have the FAA Education Conference in October in BOCA and NAA Apartmentalize Conference in San Diego in June. Both providing professional

industry training on the most current Multi Family topics.

Our committees are busy at work planning our signature events including Maintenance Mania, Volleyball, Trade Show, Auction and Golf. We have an awesome NAAPAC event scheduled in March aboard the SS American Victory, I hope to see everyone there to show support for our Industry. Volunteers are always welcome to help on any of these committees. Just reach out by calling the association office at 813-882-0222.

In closing I again want to thank each of you for this humbling opportunity to serve as your 2018 president. I pledge to give it all I have and I look forward to your support and inspiration.



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Looking Ahead

By Robert Griffiths, BAAA Government Activities Director

As you read this, our BAAA members will have returned from the FAA Legislative Conference in Tallahassee which was held on January 30 and 31st.

Over a dozen appointments were made with our Florida Legislators for BAAA members to discuss the issues that are important to the multi-family industry. I will share the results of those meetings with you in the March *Bayline* update. We have been following three key issues affordable housing, renters insurance, and doorstep trash collection as top priorities for the 2018 legislative session.

Looking ahead to other BAAA related Government Affairs events are two important events. BAAA members will be attending the NAA Advocate Conference in Washington, DC on March 13th and 14th. The conference is a great opportunity to meet with other NAA members, exchange ideas and visit with our Florida Senators and Representatives to discuss national issues of concern to multi-family owners and operators.

Plan now to attend the upcoming “All Hands on Deck” NAA APAC fund raiser that will be held on March 29th aboard the SS American Victory Ship in Tampa. Tours of the ship will include an evening of networking, food, music and prize drawings that will highlight

BAAA’s support of the NAA PAC. Reservations will fill up quickly for what promises to be a great event.

Please take the time to contact your elected official and ask them to support these important bills. If you need any more information about the list printed below, please go to www.baaahq.org or www.faaahq.org.

RENTERS INSURANCE

FAA supports Senate Bill 678 and House Bill 467, which mandate that apartment communities specify whether or not they require their residents to carry renters insurance and what types of coverage must be included. Although more than 2.4 million Americans are renters, less than 40 percent of residents leasing their homes have any form of renters insurance. Many renters mistakenly assume their possessions are protected under their apartment owner’s insurance policy. Passing the bill would clear up confusion between renters and apartment owners and protect against future litigation problems.

AFFORDABLE HOUSING

The Florida Apartment Association urges the Florida Legislature to use all of Florida’s housing trust fund monies for Florida’s housing programs. The Sadowski Act, passed in 1992, created a revenue source to fund Florida’s

affordable housing programs through document stamp taxes paid on all real estate transactions. Affordable housing helps to house Florida’s most vulnerable populations, including veterans and the elderly. The appropriation of the estimated \$314.08 million in the state and local housing trust funds in fiscal year 2018 19 into Florida’s housing programs would create 30,000 jobs and \$5 billion in positive economic impact in Florida.

DOORSTEP TRASH COLLECTION

FAA supports doorstep trash collection services to continue normally, and is seeking clarification of the Florida Fire Prevention Code, which is unclear with regard to allowing trash containers to be placed temporarily in hallways. Doorstep trash collection services give residents an easy and cost effective way to dispose of trash by simply placing trash outside at a specified time, where it’s picked up by a local company. The doorstep waste removal industry is made up of several independent businesses which provide more than 1,200 jobs across Florida and generate an economic impact of more than \$68 million annually. Doorstep trash service helps keep apartments clean and communities more marketable to residents. Passing SB 746 and HB 529 will allow trash collection services to operate normally. •

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References

"This letter is being written to commend you and your staff of professionals on the monumental task of the work performed at Jamestown Condos these past months. Your site supervisors and painters must be applauded for persistence, and helpful attitude in the completion of the pressure washing, sealing, and painting of all 33 buildings in the Jamestown complex. As the Management Company overseeing the project...we offer a big THANK YOU for exceeding our expectations on this project."

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You are Wrong! I am Right!

Most of us are used to seeing things as right or wrong, winning or losing, my way or the highway. If you live in that frame of mind, you stand to fail more often than you succeed. This attitude causes resentment and often removes the prospect of other reasonable solutions to the problem.

The maintenance team deals with unhappy residents, co-workers, suppliers and the public in general. Thank goodness, they also deal with a greater proportion of the same happy people.

If you are a team leader, make sure you are up front with you staff and make it clear that you need to know about new and on going property issues.

In a perfect world everyone would reach a positive compromise that they can live with no resentment or hurt feelings. When compromise translates to giving up on our position simply because we're tired of arguing, that's not a solution. When we compromise because we want to avoid an argument, we see our own compromise as a loss and the

compromise of our opponent as a win. Often anger begins to be a partner in the conversation at this point.

Why not drag out the "Think outside of the Box" concept to look at the issue with a different attitude and set of eyes. Maybe, even multiple sets of eyes. A possibility is what might happen, what might be, what could be done. Always encourage 'off the wall' thinking. Approaching opposition with an eagerness to learn something new is one way to make that space.



We tend to think of daily conflicts as something outside of our control. We concern ourselves with what could come our way, what external influences may impact us, especially things that might impact us negatively. This causes us to respond defensively rather than proactively. Instead look for ways to find new ideas, solutions and approaches to let your entire team 'buy in' and contribute to the discussion.

Learn to step outside the limits you are setting on having things your own way and look at it from a broader perspective. It's okay to admit your reservations and by doing so, try to set aside the limits you are imposing on potential solutions and progress. The goal is working to remove the obstacle that's blocking the path forward. •

Valentine's Day

Love, Cupid, hearts, chocolates, cards and flowers are everywhere – it's Valentine's Day! On February 14, Americans celebrate love and friendship. But where did this holiday of affection come from?

The origins of Valentine's Day are murky. We do know that the ancient Romans celebrated the feast of Lupercalia, a spring festival, on the 15th of February. With the introduction of Christianity, the holiday moved to the 14th of February – the saint day that celebrated several early Christian martyrs named Valentine. But somewhere along the way, Valentine's Day came to represent romance. You can watch a romantic movie right here, "The Kiss," produced by Thomas Edison back in 1900.

The romance we associate with Valentine's Day may spring from the medieval belief that birds select their mates on February 14th. During the Middle Ages, human lovebirds recited verse or prose to one another in honor of the day. "Shall I compare thee to a summer's day?" wrote William Shakespeare. And poet Elizabeth Barrett Browning expressed love this way:

*How do I love thee;
let me count the ways.
I love thee to the depth
and breadth and height
My soul can reach. . .*

"Will you be my Valentine?" Nowadays, people often ask this of their loved ones in greeting cards. Probably the first greeting cards, handmade valentines, appeared in the 16th century. As early as 1800, companies began mass-producing cards. Initially these cards were hand-colored by factory workers. By the early 20th century even fancy lace and ribbon-strewn cards were created by machine. Perhaps you will give or receive a card today or celebrate your family or that special someone in another way. Valentine's Day also gives people a chance to reflect on the meaning of love. •

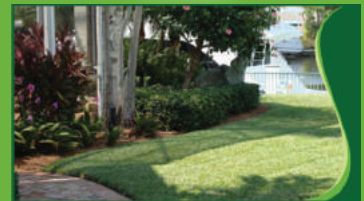


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Sign Language...Learn It! Use It! Attract New Residents!

Did you know? American Sign Language has been used in preschools and daycare centers across the country for more than a decade to help kids communicate before they're able to speak. You can do it too! There are a number of helpful online resources and apps to learn sign language to communicate with residents, family and co workers. In the process you will add value to your career path and enhance your long term potential with your company. Check out these resources below and give it a try. This is one more way to increase your personal value to your company and your community.

You Tube Channel: Rochelle Barlow

focused on "real world" signing, answering frequent questions, and bringing the hearing and deaf communities together, Rochelle Barlow has created a valuable resource with her YouTube channel. With well over 100 videos, she offers something new for everyone from beginners to more advanced signers.

There are plenty of great resources available from American Sign Language University (ASLU). On top of the 30 lessons, dictionary search, and numbers guide, you can find a fingerspelling practice tool, quizzes, and several word search puzzles, among other things.

You'll find many videos on sign lan-

guage here, and the lessons are in order of difficulty so you can progressively learn to sign like you would with any other language.

Be sure to check out the First 100 Signs video which is a great introduction to common signs used between parents and younger children. There are also some practice sentences you can practice using the signs you learned from the video.

The Shop page offers a selection of e-books for purchase and download, as well as options to hire an online tutor to work with you one on one.

APP: THE ASL APP [IOS ANDROID]

The ASL App is free to try with a number of no cost sign bundles you can add. A one time in app purchase of \$9.99 for The ASL App Pack includes all current sign bundles and access to future releases, as well as removing the ads from the app. The app focuses on conversational signing and includes over 1500 signs and several different sign demonstrators.

APP: MARLEE SIGNS [IOS ONLY]

This app features Academy Award winning deaf actress, Marlee Matlin, as the sign demonstrator. The free app starts with fundamental signs for everyday use and expressions. The lessons are broken down into individual videos with an option to watch signs in slow motion. The app also tracks lessons completed so you can easily pick up where you left off. Add more lessons through in app purchases as you progress and learn at your own pace.

Excerpted in part from
www.lifewire.com and www.aslu.org •

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Fax: 813-884-0326

E-mail: staff@BAAAhq.org

Website: www.BAAAhq.org



LEADERSHIP LESSONS

WHAT IS LEADERSHIP?

Leadership can be described as the ability of an individual to influence, motivate, and enable others to contribute toward the effectiveness and success of an organization or group of which they share a collective bond. A person who can bring about change is one who has the ability to become a leader. Leaders come in all shapes and sizes. There is no single template for a standard leader. A list of qualities that identifies good leaders would fill volumes that are important to the mission of the company. The list below identifies five important leadership essentials for success.

1. Know your business. Whether you worked your way up through the industry or began your current career as an experienced leader pay attention not only to your job, but also learn the workings of a variety of positions under your supervision. Pay attention to the little things.

Successful leaders know their company inside and out. Understand what works and what doesn't. You may not have the time to get to know everyone from day one, but know from the beginning that

you need to be well informed, able to think logically and critically and be able to identify the pieces of the puzzle you may be missing. If it becomes necessary, roll up your sleeves and get a little dirty.

2. Don't lower your or your company's standards. Expect your team to put in an honest day's work. If you allow laziness and poor attitudes, you will have a big problem holding people accountable. Don't confuse being popular with being respected.

The bottom line — you need to set your expectations and standards, then hold yourself and everyone else to them. Your company relies on your integrity and judgment to be ethical and fair.

3. Perceptions matter. If you play favorites or always give the best jobs to the same people, you are mocking the rest of your team. As a leader almost every move you make is being watched. While you can't always dictate how you are perceived, learn to manage those perceptions by avoiding the temptation to create green eyed monsters.

4. Manage your resources. Learn to

keep everything on your watch under control. Learn or enhance your sense of financial responsibility. Leaders who manage their resources wisely gain the biggest dividends.

Tight budgets require smart decisions and making the most of what's available. Live within your company's budget — find ways to reward team members who help you save budget dollars. Utilize everyone's talents and abilities. Leaders who do this will prosper when others are struggling to simply stay afloat.

5. Value education and training. Good leaders understand the value of education, not just for themselves but for their people. Make sure that the right team members are getting the necessary training when needed and that emerging leaders are given the opportunity to attend advanced career development courses with guidance and mentorship. Every day, there are learning opportunities and effective leaders grab them.

Simple lessons but valuable.

Excerpted in part with thanks from www.wikieducator.org



“Hack Attack”

If you're a small to medium size business owner with only a few employees, you've learned about a lot of things – accounting, marketing, HR, customer service, collecting rents, evictions – you name it. You have to depend on technology, even if it's only a computer and a phone. You can't afford to get thrown off-track by a hacker or scammer. There are no “nice” hackers out there.

If you don't have a relationship with a skilled, trained IT technician, consider the consequences if your business is effectively stolen by a thief who may have your customer database, financial records, bank accounts and access to your suppliers.

Here are a few computer security basics to help your company, even if you're the only employee. Train your employees to follow these tips.

PROTECT YOUR FILES & DEVICES

Keep your software up-to-date. No matter what operating system, browser or other software you use, keep it up to date. Set it to update automatically so you don't leave holes hackers can exploit.

BACK UP YOUR FILES.

No system is completely secure. Create offline backups of important

files. That way, if your computer is compromised, you'll still have access to your files.

USE STRONG PASSWORDS.

The longer the better. Mix numbers, symbols, and capital letters into the middle of the password, not at the beginning or end. Don't use the same password for more than one account, or for personal and business accounts. Don't share passwords on the phone, in texts or by email. Password protect all your devices.

KEEP TRACK OF YOUR DEVICES

Don't leave your laptop, phone or other devices unattended in public, even locked in a car. They may contain sensitive information – and they're costly to replace.

THINK BEFORE YOU SHARE YOUR INFORMATION

Protect account information. Every time someone asks for business information – think about whether you can really trust the request. Hackers/scammers will say or do anything to get account numbers, credit card numbers, Social Security numbers or other credentials.

If your company is banking or buying online, stick to sites that use

encryption to protect your information as it travels from your computer to their server. Look for https at the beginning of the web address in the address bar of your browser. Look for https on every page of the site you're on, not just where you log in.

PROTECT YOUR WIRELESS NETWORK

Set up your router securely. If your business has a wireless network, your “access point” is probably a cable or DSL modem connected to a wireless router. Your router directs traffic between your local network and the internet. Any device within range can pull the signal from the air and access the internet. If you don't secure your router, strangers could easily gain access to sensitive personal or financial information on your devices.

Consider encrypting your wireless network. Encryption scrambles the information you send into a code that is not accessible to others.

BE CAREFUL WITH WI-FI HOTSPOTS

If you're on the go, Wi-Fi hot spots in coffee shops, airports and other public places are convenient – but often they're not secure. To protect your information when using wireless hotspots, send information only to websites that are fully encrypted – look for https on every page.

KNOW WHAT TO DO IF SOMETHING GOES WRONG

Plan ahead so you know what to do if a hacker gets into your system. There are steps you can take to minimize the damage if you find malware on your computer or that your email has been hacked. Now is the time to call in the IT professionals to take the necessary steps to respond to the data breach.

Excerpted with thanks from www.fcc.gov •

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Milestone Management

251-399 UNITS:

Geanna Arnold,

Plantation at Walden Lake,

Shelton-Cook Real Estate

400+ UNITS:

Nadia White,

Lansbrook Village,

Carroll Management Group

**LEASING ROOKIE OF THE YEAR
UNDER 250 UNITS:**

Jamaris Cruz,

Ella at Encore,

JMG Realty

251-399 UNITS:

Natalia Dumeng,

Sienna Bay,

South Oxford Management

**REGIONAL MANAGER
OF THE YEAR:**

Elizabeth Collins,

JMG Realty

**CORPORATE EMPLOYEE
OF THE YEAR:**

Angela Taylor,

WRH Realty Services, Inc.

**GROUNDSKEEPER OF THE
YEAR UNDER 250 UNITS:**

Jose Echavarria,

Autumn Place,

Richman Property Services

400+ UNITS:

Hector Rivera,

Windermere,

Pinnacle

251-399 UNITS:

Corey Marden,

Victoria Landing,

Shelton-Cook Real Estate Services

HOUSEKEEPER OF THE YEAR:

Miriam Perez,

Viridian Apartments,

JMG Realty

Continued on next page.

Winners, continued.
MANAGEMENT COMPANY
VOLUNTEER OF THE YEAR:

Leslie DeMaio,
Vinings @ Hunters Green,
Milestone Management

ASSOCIATE VOLUNTEER
OF THE YEAR:

Amanda Johnson,
Arbor Contract Carpet



Gold Medallion Awards

AFFORDABLE COMMUNITY
UNDER 250 UNITS:

Metro 510,
JMG Realty

251-399 UNITS:

Windtree Apartments,
Self-managed by Windtree

400+ UNITS:

Windermere,
Pinnacle

CONVENTIONAL
COMMUNITY

UNDER 250 UNITS:

The Vinings at Hunters Green,
Milestone Management

251-399 UNITS:

Lucerne Apartments,
Sentinel Real Estate Corporation

400+ UNITS:

Solaris Key,
Pollack Shores/Matrix Residential

MAJOR REHAB COMMUNITY
UNDER 250 UNITS:

Regency Palms,
Dominium

251-399 UNITS:

Mabry Manor,
The RADCO Companies

400+ UNITS:

Hanley Place,
Bridge Real Estate Group

NEW CONSTRUCTION
COMMUNITY 251-399 UNITS:

The Fitzgerald,
FCI Residential

SOCIAL MEDIA COMMUNITY
251-399 UNITS:

Crescent Westshore, Greystar

SPONSORS

DIAMOND

Advanced Plumbing
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Pinnacle
RentPath
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Chadwell Supply

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JH Building & Assessments, LLC
Lifestyle Flooring
Matrix Residential
Milestone Management
Peak Contractors
Quality Roofing
RMI
Robbins Property Associates
Switch Electric
Windtree Apartments

GOLD

Assurant
Carroll Management Group
Greater Quality Pool Service
Greystar
JMG Realty
Real Floors
Shelton-Cook Real Estate Services
Southeast Floors
Valet Living
Wayne Automatic Fire Sprinklers

SILVER

Ameriscape Services
City Recycling Group
S & O Greenworks
Capstone Credit & Collections

BRONZE

RentDebt
Signal 88 Security
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Bridge Real Estate Group
Arbor Contract Carpet

PHOTO BOOTH

BG Multifamily
Sliding Door Roller Replacement

CHAMPAGNE & DIAMONDS

Affinity Waste Solutions

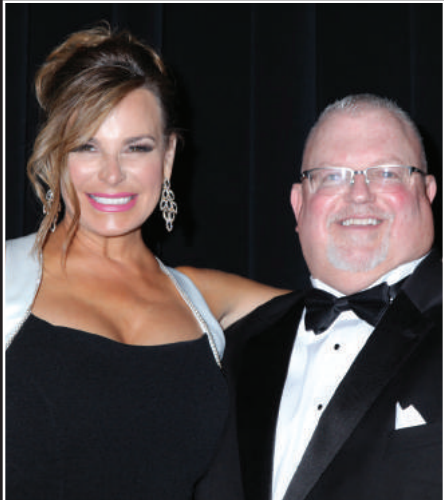
AFTER PARTY

CORT

Paradise Dryer Vent Cleaning
ET&T Distributors
Interstate Restoration

Thank You!

AWARDS PHOTOS



AWARDS PHOTOS



AWARDS PHOTOS



AWARDS PHOTOS



AWARDS PHOTOS



AWARDS PHOTOS



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AWARDS PHOTOS



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AWARDS PHOTOS



AWARDS PHOTOS



The Bay Area Apartment Association Presents

Presented by

"All Hands on Deck"

NAAPAC Fundraiser



March 29, 2018

6:00-10:00 p.m.

\$75.00 per person

Tickets at BAAAHQ.org



SS American Victory

World War II Ship

705 Channelside Dr.

Tampa FL, 33602

*Explore & tour this historic ship
Enjoy food, cocktails, and a DJ on the top deck
Prize Drawings and Networking with Industry Leaders*



NAAPAC contributions must come directly from an individual's personal funds. For this event, all tickets & auction items must be purchased from individuals instead of companies or corporations.

Please consider purchasing your own ticket and applying for reimbursement.

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

EDUCATION & EVENTS

FEBRUARY 13 & 14 **NAA CAMPUS CONNEX** **STUDENT HOUSING** **CONFERENCE**

Omni Resort at ChampionsGate
Info: NAA (703) 518-6141
<https://www.naahq.org/campusconnex>

FEBRUARY 15 **MAINTENANCE MANIA**

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

Tampa Letter Carriers Hall
3003 W. Cypress St.
Tampa, FL 33607

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

FEBRUARY 20, 21, 22 **CERTIFIED APARTMENT** **MAINTENANCE** **TECHNICIAN**

8:00am to 4:30pm
Chadwell Supply

5115 Joanne Kearney Boulevard
Tampa, FL 33619-8602

Members \$839/Non-Members \$989
See page 29 for course description.

FEBRUARY 22 **BOARD OF DIRECTORS** **MEETING**

4:30pm to 6:00pm

Hilton Tampa Airport Westshore
(Gasparilla Room)
2225 N. Lois Ave.
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 5, 6, 7 & 8 **CERTIFIED APARTMENT** **PORTFOLIO SUPERVISOR**

8:30am to 5:00pm

Greystar Corp Offices
4030 W Boy Scout Blvd, Suite #800
Tampa, FL 33607

\$1499 Members/
\$1649 Non-Members

See page 29 for course description.

MARCH 6 & 7 **CERTIFIED POOL** **OPERATOR**

8:00am to 5:00pm
(Lunch provided)

Chadwell Supply
2nd Floor Training Room

5115 Joanne Kearney Boulevard
Tampa, FL 33619-8602

Members \$279/Non-Members \$309

This CPO course covers Florida (and many other states) Law 64E-9.018 - Public Pool Service Technician Certification. Offered through the National Swimming Pool Foundation with a certified NSPF Instructor.

MARCH 9 **FAIR HOUSING AND** **BEYOND**

8:00am to 12:30pm

Location TBD

\$99 Members/\$129 Non-Members
4 CEC's NAA credential renewals

This interactive class uses "Real life" scenarios covering many of today's challenges! This course was re-written January 2018. Be the first to experience this "NEW" course instructed by Doug Chasick, "The Apartment Doctor."

MARCH 13 & 14 **NAA ADVOCATE** **CONFERENCE**

Grand Hyatt Washington
1000 H Street Northwest
Washington, CO 20001-4520

Contact:

National Apartment Association
(703) 518-6141

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

To Advocate is to take the chance to gain an advantage, which is what NAA members and affiliates do on Capitol Hill every March. They gather. They network. They learn the issues. Then they take action with the collective goal of bringing the industry's issues in front of all 535 members of Congress.

MARCH 13
LEASING 101 -
BACK TO BASICS

8:30am to 12:00pm
Location TBD

\$49 Members/\$79 Non-Members
3 CEC's NAA credential renewals

Has your leasing team lost their “leasing passion”? Can your team use a “refresh” on their leasing techniques and ready to add new skills? Find that new angle for your leasing success in 2018? Find that spark and get your leasing “fire” lit again! Join us for a fast-paced, interactive workshop covering a wealth of information, tips and tools. New or seasoned, get the leasing edge you need in 2018!

MARCH 20
SUPPLIER SUCCESS
COURSE

(for Associate Members Only)

8:30am to 3:30pm
(Lunch provided)

HD Supply

4406 Madison Industrial Lane
Tampa, FL 33619-9609

\$79 Members/\$109 Non-Members
See page 29 for course description.

MARCH 21
FINANCIAL BOOT CAMP

8:30am to 12:30pm
Location TBD

\$99 Members/\$129 Non-Members
3 CEC's NAA credential renewals

Instructed by Jeremy Berlier (Career Strategies). This seminar is for everyone! Manager, Assistant, Maintenance, Associate Members, Leasing, etc.

- Be prepared!
- Monthly Variance Reporting
- Budget Season
- Cost Analysis
- Market Research Analysis
- NALP, CAM, CAPS, CAS & CAMT Credentials
- Advancement Opportunities & More
- Property Management
- Calculations covered:
 - Closing Ratio
 - Resident Turnover Rate
 - Physical Occupancy
 - Economic Occupancy
 - Variance Percentage
 - Rent Increase Percentage
 - Percent Change
 - Calculating Area
 - Breakeven Occupancy
 - Operating Expense Ratio
 - Loan-to-Value
 - Rate of Return
 - Cap Rate

MARCH 22
BOARD OF DIRECTORS
MEETING

4:30pm to 6:00pm

Tampa Housing Authority
5301 W. Cypress St.
Tampa, FL 33607

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

MARCH 27
MORNING MOTIVATORS
KNOW YOUR ABC'S...
ALWAYS BE COMPLIANT

9:00am to 10:30am

Victoria Landings Apartments
3685 Victoria Manor Drive
Lakeland, FL 33805

No Charge to attend.

1 CEC NAA Credential Renewals

MARCH 29
“ALL HANDS ON DECK”
BENEFITING NAAPAC

6:00 to 10:00pm

Aboard the
SS American Victory Ship
705 Channelside Drive
Tampa, FL 33602-5600

\$75 per person

Explore & tour this historic ship
Enjoy food, cocktails, and a DJ on the top deck, prize drawings and networking with Industry Leaders.

Register for any event at
www.BAAAhq.org

Reservations and cancellations accepted
up to 48 hours before event.

No shows and non-cancelled reservations will be invoiced.

CALENDAR

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

FEBRUARY

FEBRUARY 13 & 14

NAA Campus Connex Student Housing Conference
Omni Resort at ChampionsGate

FEBRUARY 14

Valentine's Day

FEBRUARY 15

Maintenance Mania Event

5:30pm Registration, 6:15pm Competition 7:30pm Buffet
Tampa Letter Carriers Hall

FEBRUARY 19

President's Day

FEBRUARY 20, 21, 22

Certified Apartment Maintenance Technician

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

FEBRUARY 22

Board of Directors Meeting

4:30pm to 6:00pm @ Hilton Tampa Airport Westshore

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 5, 6, 7 & 8

Certified Apartment Portfolio Supervisor

8:30am to 5:00pm @ Greystar Corp Offices

MARCH 6 & 7

Certified Pool Operator

8:00am to 5:00pm @ Chadwell Supply

MARCH 9

Fair Housing and Beyond

8:00am to 12:30pm @ Location TBD

MARCH 13 & 14

NAA Advocate Conference

Grand Hyatt Washington

MARCH 13

Leasing 101 - Back to Basics

8:30am to 12:00pm @ Location TBD

MARCH 20

Supplier Success Course

8:30am to 3:30pm @ HD Supply

MARCH 21

Financial Boot Camp

8:30am to 12:30pm @ Location TBD

MARCH 22

Board of Directors Meeting

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

MARCH 27

Morning Motivators

9:00am to 10:30am @ Victoria Landings Apartments

MARCH 29

"All Hands on Deck" Benefiting NAAPAC

6:00 to 10:00pm Aboard the SS American Victory Ship

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



MAINTENANCE MANIA!

DATE:

**Thursday
February 15, 2018**

PLACE:

**Tampa Letter
Carriers Hall
3003 W. Cypress St.
Tampa, FL 33607**

TIME:

**5:30pm Registration
6:15pm Competition
7:30pm Buffet**

COST:

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

*Register at
www.baaahq.org*

*No shows and non-cancelled
reservations will be billed.*

You are invited to join in on all the fun of Maintenance Mania and cheer on your favorite competitor! You'll also enjoy a buffet and the awards presentation.

What is Maintenance Mania? A competition in which apartment pros from BAAA face maintenance-focused challenges that test their skills to earn the title of Maintenance Mania Champion. The top Region IX Champions then progress to the NAA Championship.

Here are the 8 challenges:

1. AO Smith Water Heater Installation
2. Carrier Air Conditioner Repair - *NEW for 2018!*
3. Fluidmaster Duo Flush Toilet Conversion
4. Frigidaire Icemaker Installation
5. Kidde Fire & Carbon Monoxide Safety Installation
6. Kwikset Key Control Deadbolt Test
7. Seasons Ceiling Fan Installation
8. Motorola Race Car Competition

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

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Member Price: \$200

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Member Price: \$250

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Non-Member Price: \$280
Member Price: \$200

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

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Switch Electric	2
Tobacco Free Florida	4

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

BAAA WEBSITE

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

With your login, you will be able to:

- Register for events and classes
- Update your profile information to include a photo, bio and other marketing details
- Track event attendance
- View/Pay company invoices
- And, much more!

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

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

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



GET YOUR 2017 THIRD QUARTER SURVEY

Owners and property managers throughout the Bay Area can simply log on to www.baaahq.org and purchase the 2017 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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