

# BAYLINE

*July 2018*



# Multi-Family Specialists



EC-13005690



## FULL SERVICE ELECTRICAL CONTRACTOR

### Our Services Include:

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

### Registered With:

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

**Free Estimates**  
**Volume Pricing**

**24 HOUR**  
**EMERGENCY**  
**SERVICE**

**800-929-5035**

*WE ALWAYS ANSWER OUR PHONES*

**www.SwitchElectric.net**



19031 N. Dale Mabry Hwy.  
Lutz, FL 33548  
813-882-0222  
Fax: 813-884-0326  
E-mail: [staff@BAAAhq.org](mailto:staff@BAAAhq.org)  
Website: [www.BAAAhq.org](http://www.BAAAhq.org)

#### OFFICERS

##### President

Chris Koback, *South Oxford Management*

##### Vice President

Lisa Dailey, *Balfour Beatty Communities*

##### Treasurer

Jimmy Chestnut, *Carroll Management Group*

##### Secretary

Tara McBride, *Pinnacle*

##### Immediate Past President

Jordan Petras, *HCCP/Carroll Management Group*

#### DIRECTORS

Lisa Bates, *Shelton Cook Real Estate Services*

Donamae Clinebell, *Stalwart Capital*

Amy Coletti, *Pinnacle*

Gina DaSilva,

*Mezzo of Tampa Palms, Bridge Real Estate*

Leslie DeMaio, *Milestone Management*

Chad Dewald, *Franklin Street Management Services*

Carol Dollar, *The Richman Group*

Frank Ingrassia, *West Park Village,*

*Carroll Management Group*

Elizabeth Kirschner-Collins, *JMG Realty*

Erin Krohne, *Valencia at Westchase, Venterra Realty*

Wendy Milenkevich, *Windtree Apartments*

Betsy Smith, *Magnolia Gardens, NRP Group*

Clint Snouwært, *ZRS Management*

Jay Thompson, *Beacon 430, B&M Management*

#### ASSOCIATE'S COUNCIL

##### President

Lisa Lavigne, *Real Floors*

##### Vice President

Justin Frost, *Affinity Waste Solutions*

##### Immediate Past President

Christina Inglis, *Affinity Waste Solutions*

#### DIRECTORS

Richard Katat, *Fleetwash Facility Services*

Fernando Ramos, *Wayne Automatic Fire Sprinklers*

#### PAST PRESIDENTS

Dan Allen, *Complete Climate Control*

Teri Allen, *Millennium Property Management*

Cecilia Ford, *Pinnacle Family of Companies*

Cindy Fredlund, *Camden*

Rod Graber, *The Continental Group*

Robert Griffiths, *Apartment Guardian*

Dana Hammond, *Robbins Property Associates*

Lori Krull, *Bridge Real Estate Group*

Marc Rosenwasser, *Meadow Wood Property Co*

Susan Truesdale, *Finlay Management*

David Watkins, Jr., *Watkins Realty Services*

#### FAA OFFICES

105 E. Robinson Street #301, Orlando, FL 32801  
407-960-2910, [www.faaahq.org](http://www.faaahq.org)

#### NAA OFFICES

4300 Wilson Blvd., #400, Arlington, VA 22203  
703-518-6141, [www.naaahq.org](http://www.naaahq.org)

# CONTENTS

7

Two Very Simple Rules for Networking

9

A Powerful Three Letter Word Why?

10

Swimming Pool Safety

12

6 Tried and True Listening Tips

14

Fun Places to Escape the Heat and Chill Indoors in Tampa Bay

16

CAMT Photos

20

Red, Wine & Blue Business Exchange & Silent Auction

22

Golf Outing

32

Cruise Away with BAAA

## On the Cover

Happy Birthday, America!

## REGULAR FEATURES

- 4 Government Affairs • *Who is Running for Office Representing Florida?*
- 6 Maintenance Matters • *Join BAAA for Safe + Sound Week*
- 8 Diversity Digest • *Where do Foreign Student Graduates Work in the United States?*
- 9 New Members • *Welcome*
- 26 Education & Events • *July & August*
- 28 Calendar • *July & August*
- 29 Membership Meeting • *Red, Wine & Blue Business Exchange & Silent Auction*

*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](mailto:staff@baaahq.org));

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

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



# Who is Running for Office Representing Florida in 2018?

By Robert Griffiths, BAAA Government Activities Director

## WHAT IS THE PRIMARY ELECTION?

The 2018 Primary Election is held 10 weeks before the General Election. In the Primary Election, voters registered with one of Florida's political parties express their preference for the candidates they would like to see representing their party on the General Election ballot on November 6th. In addition, all voters, regardless of party affiliation, may vote in nonpartisan races on the ballot (such as school boards).

## WHEN IS THE PRIMARY ELECTION?

Florida's Primary Election is August 28, 2018. Eligible voters can vote by mail, vote during early voting or vote at the polls on Election Day.

## WHO CAN VOTE IN THE PRIMARY ELECTION?

Florida is a closed primary state. Only voters who are registered members of political parties may vote for respective candidates for an office in a primary election. However, there are times when all registered voters can vote in a primary election, regardless of which political party they are registered with or even if they are registered without party affiliation:

## WHEN IS THE DEADLINE TO REGISTER TO VOTE IN THE PRIMARY ELECTION?

The registration deadline for the 2018 Primary Election is Tuesday, July 30, 2018. Voter registration applications submitted electronically by July 30 through RegisterToVoteFlorida.gov and voter registration applications sent by mail that are post marked by July 30 will be accepted.

## WHAT SHOULD I DO FIRST?

If you haven't registered to vote, do it now! You can sign up on-line at [www.registertovoteFlorida.gov](http://www.registertovoteFlorida.gov). You can contact the office of the Supervisor of Elections for the county where you live if you don't want to register on-line. Next, learn all you can about the candidates who are running for office in your area. Don't be afraid to ask questions, call their district office or send them e-mails. If you would like to arrange a meeting with a candidate or join other BAAA members who may be visiting with candidates, you can call the BAAA office to see if there are any visits on the schedule. Unless you invest the time to know more about the choices that are out there, you will never be able to make a decision based on your preferences about how the candidates vision for your future aligns with your sense of value and what you expect from the candidate if they are elected.

Ask questions, gather information, check out past successes, not just social media hype. Then, on election day vote for the person you feel will do a good job representing you.

Listed to the right are some of the offices that will be voted on at the November 6th general election. The more you know about our elected officials, the better prepared you will be to support or oppose decisions that are sometimes made in haste that end up creating more problems than the solutions that were meant to resolve the issue in the first place. If you don't understand the issue, don't stop asking Why? until you do understand and can support or reject the proposed legislation based on your own thinking. •

## Offices Up for Election and Retention in 2018

### FEDERAL OFFICES

U.S. Senator  
(One of two seats)

BAAA Representatives in Congress  
(All districts)

You can check your voter registration card for your district information.

### STATE OF FLORIDA OFFICES

Governor and Lieutenant Governor

Attorney General

Chief Financial Officer

Commissioner of Agriculture

State Senator  
(Only even numbered districts)

State Representative  
(BAAA Members in County Order)

- Citrus
- DeSoto
- Hardee
- Hernando
- Highlands
- Hillsborough
- Manatee
- Pasco
- Pinellas
- Polk
- Sarasota
- Sumter

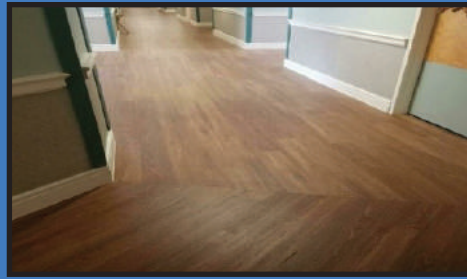


## HOUSE OF FLOORS

Better Because We Care.

[www.houseoffloors.com](http://www.houseoffloors.com)

*"Celebrating 25 years of servicing the Central West Coast Florida Apartment Communities. We would like to thank all of our loyal partners in business and we look forward to our future partnerships."*



- ★ *Same Day Service*
- ★ *Online Ordering*
- ★ *Built in Proration Calculator*
- ★ *Complete Order History*
- ★ *Budget Tools*

**HOUSE OF FLOORS OF TAMPA INC**  
**8521 SUNSTATE STREET TAMPA, FLORIDA 33634**

**PHONE:**  
**813-249-7600**



VENDORCafé



## MAINTENANCE MATTERS

# Join BAAA for Safe+Sound Week August 13 through 19

### WHAT IS SAFE + SOUND WEEK?

A nationwide event to raise awareness and understanding of the value of safety and health programs that include management leadership, on-site team participation, and a systematic approach to finding and fixing hazards in the workplace.

### WHY PARTICIPATE?

Safe workplaces are sound businesses. Successful safety and health programs can pro-actively identify and manage workplace hazards before they cause injury or illness, improving sustainability and the bottom line. Participating in Safe + Sound Week can help get your program started or energize your existing program.

### WHO IS ENCOURAGED TO PARTICIPATE?

Properties of any size and associate members looking for an opportunity

to show their commitment to safety not only to workers, residents and third party vendors are invited to participate. Don't wait for August 13th to begin your activities.

To get started, select the activities you would like to do at your workplace. You can host a series of training or cross training events just for your co-workers designed to share information or tips of the trade to help your team better understand the many facets of your job whether in the leasing office or pressure washing the french drains near the garden patch. Potential activities could highlight your wellness efforts, proper use of power and hand tools, safety tips with simple pool reminders, how to handle irate customers or bridging language barriers with new residents or disability concerns.

The meetings should be upbeat,

positive and encourage participation by everyone in attendance.

Plan a fast paced five day ten minute meeting week with breakfast treats with gift cards for ice cream treats or fast food take out rewards. Share the topics with others you work with and ask for suggestions for the August challenges.

Employees are a company's most valuable assets. It is employee performance that ultimately drives productivity and overall success. If co-workers are unable to perform their tasks due to injury or illness, the effects can be devastating. The goal of Safe+Sound Week is to move beyond basic compliance and embrace the notion that having a top notch safety and health program is as important as any other aspect of the team's job.

Spend August with a two week scavenger hunt with teams to find, identify and correct any potential sources of potential injuries or safety hazards. Make it worthwhile to save the company money by taking these preventative steps and avoid what may be an accident that should not happen. Keep track of "potential" issues, what needs to be done and what it would cost to correct the problem. In August's Bayline, there will be a follow up article with some simple safety tips to encourage everyone to always be looking for ways to be safe, stay safe and at the end of the day, go home to their families "Safe & Sound."

*Excerpted in part with thanks from [www.dol.gov](http://www.dol.gov) and [www.osha.gov](http://www.osha.gov).*

**SAVE the DATE**

**Safe+Sound Week**

**August 13-19, 2018**

# Two Very Simple Rules for Networking

By Sallie Krawcheck, CEO and Co-Founder of Ellevest

I don't have to convince you of the power of a professional network, do I? One that is not only inside your current company but that reaches outside of its walls? Or that networking is often listed as one of the most important unwritten rules of success in business? And that research shows that your next business opportunity (and often, job) is more likely to come from a loose connection in your network than from a friend or close colleague?

But networks are like any good investment. The great ones can have an extremely high Return on Investment... but not right away, and often not from the sources that one might expect.

I only have two simple rules of networking:

*Nice to meet You.*

1. I try to meet at least one new person in my area of interest every month, or significantly deepen an existing relationship.
2. I do something nice for someone in my network every week. This second doesn't have to be a big

find-someone-a-job favor, but instead can be connecting two people who should know each other, sharing research or information that someone you know may find useful, or posting a LinkedIn recommendation on a colleague.

These likely won't find you a new job or get you a big deal next week. (I almost don't know how to reply to the email sitting in my in-tray from someone who says that she keeps trying to sell things to new people in her network, but some of them won't buy...or reply.) But over time, these two very simple rules are small seeds that you plant, any one of which can one day provide a strong return. And in the meantime, they'll give you a lot of joy. •

**Rose**  
PAVING LLC  
Beyond Paving. BEYOND EXPECTATIONS.™

**40**  
OVER 40 YEARS OF SERVICE  
Since 1974

**Honest Work By Honest People**  
Trust the industry experts with over 40 years of international experience.  
Our values remain the focal point of our business just as they did in 1974.

(888) 773-ROSE      (813) 226-6686      RosePaving.com



# Where do Foreign Student Graduates Work in the United States?

By Neil G. Ruiz and Abby Budiman

## EDITORS NOTE:

*The United States resettled 33,000 refugees in 2017, a steep drop from 2016 and the country's lowest total since the years following Sept. 11,2001. While the U.S. still resettled more refugees than any other one country last year, the total resettled by the rest of the world outpaced America's total for the first time since the adoption of the 1980 U.S. Refugee Act. The Tampa Bay Area is fortunate to have a diverse cultural mix of foreign student graduates that study, work and live in apartments that are managed by BAAA members.*

*This article could be used as a guide to encouraging these new graduates to share their culture, help new foreign born residents assimilate to their new country and recognize these recent graduates who now have jobs in the Bay area and have become a vital part of our community. With the fall session nearly ready to begin, NOW is the time to consider target marketing this group of bright, focused adults who have through their hard work and effort are in a perfect position to qualify for and capture well paying jobs.*

Nearly 1.5 million foreign graduates of U.S. higher educational institutions worked or sought employment under the U.S. government's Optional Practical Training (OPT) program between 2004 and 2016. The OPT program is a type of U.S. work authorization 1 visa program that allows foreign students to be temporarily employed for up to 12 months in a field that is directly related to their area of study, or up to 36 months for science, technology, engineering and mathematics (STEM) graduates.

Let's explore the results of the international graduates in the Tampa, St. Petersburg, Clearwater metro area where over 7,500 foreign students applied for and graduated from the OPT program between 2004 and 2016 in the Bay Area.

**62% STAYED**  
**(4,700 Graduates)**

**38% LEFT FOR OTHER METRO AREAS**  
**(2,800 Graduates)**

**Plus – 3,100 Graduates ARRIVED FROM OTHER METRO AREAS**

A large majority of foreign graduates on OPT came from Asia, and more than half of them studied STEM and held U.S. master's degrees. Explore their characteristics and more by the metro areas where they worked. There were 7,800 foreign graduates who worked in Tampa, St. Petersburg, Clearwater

**National Rank: 26th STEM Graduates: 50%**

*Excerpted with thanks from  
www.pew.org and www.usafacts.org.*

**LINDSEY M. PORTER, P.A.**  
ATTORNEYS AT LAW  
FLORIDA APARTMENT LAW



7901 Fourth Street North, Suite #215  
St. Petersburg, Florida 33702

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

Pinellas: 727.577.9646  
Hillsborough: 813.229.9496  
Fax: 727.578.2097  
E-Mail: [Lporter@verizon.net](mailto:Lporter@verizon.net)  
[www.lindseyporter.com](http://www.lindseyporter.com)

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



# A Powerful Three Letter Word WHY?

Sometimes, the most important question to ask is “why?” It doesn’t matter if you’re the new boss or someone that has worked in the same organization for years. Tapping into your inner, inquisitive four year old by asking “why” will shed light on the rationale of processes and procedures. A greater understanding will improve future decisions on necessary change or developments.

Perhaps you have a four year old and you can attest that they ask “why” quite a few times a day. Their questions stem from genuine curiosity because they want to learn more. The same holds true for the benefits of asking “why” in your job. “Why do we do it this way?” may be answered with “because that’s how we do it.” But that is not really a good answer. Arguably, a process or procedure was established for a reason. Therefore, like a relentless four year old, you should not settle with the first answer.

Generally, the question “why?” is really another way of saying “that’s interesting to me, tell me more.” Adults and co-workers often approach the question with the need to answer it from a cause and effect perspective. Other times, we approach the question defensively. However, we should change our mind set when answering the question. Like a parent trying to teach their child about the world, we must see the question for what it is. Then we should seek to answer the question, to shed more light on the rationale behind the process.

Asking the question may facilitate communication, collaboration and brainstorming sessions. You may also find that the rationale behind standard operating procedures or protocols are outdated. In other instances, asking “why” like a four year old may address unspoken frustrations, subsequently improving work place dynamics. •

## NEW MEMBERS

### ASSOCIATES

#### Aqua Mizer

6578 Palmer Park Circle, Sarasota FL 34238  
(941) 724-9224

*Water Sewer Conservation, Sub-Metering, Utility Bill audit/review,  
Leak Detecting Service, Water Restoration*

#### Cornerstone Renovation Group LLC

410 Peachtree Parkway, Suite 4245, Cumming GA 30041  
(678) 206-3500

*General Contractors, Restoration Bio Hazardous*

#### RP Construction & Development LLC

970 Lake Carillon Drive, Suite 302, St. Petersburg FL 33716  
(727) 748-6293

*Site Development, Contractors, Construction*

#### Reynolds Painting Group FL

2007 Wood Court, Suite 3, Plant City FL 33563  
(813) 344-8055

*Painting Contractors*

#### Straight Line Painting Inc

6704 Benjamin Road, Suite 500, Tampa FL 33634  
(813) 374-2470

*Painting Contractors, Pressure Cleaning & Washing, Waterproofing*

#### Ygrene Energy Fund

3390 Mary Street, Suite 124, Coconut Grove FL 33133  
(941) 526-6169

*Solar Power, HVAC, Financing, Energy Management Systems, Contractors*

### PROPERTY MANAGMENT

#### CKT Asset Management

1509 W Swann Ave, Suite 255  
Tampa FL 33606  
(813) 221-7444  
Units: 400

#### Ray Joseph Enterprises of Florida Inc

11161 East State Road 70, Lakewood Ranch FL 34202  
(727) 557-8727

Welcome



## SWIMMING P

As families across the country kicked off their July 4th celebrations, it is always good to remind your on-site team and your residents of the need to be safe and stay safe while remembering to follow these simple steps while spending time in and around the water. This can help ensure that summer outings are the key to enjoying time with family and friends.

Reports from the USA Swimming Foundation indicate that at least 87 children younger than 15 have fatally drowned in a swimming pool or spa from January 1 through May 31, 2018. Additionally, each year on average, 19 children drown during the week of July 4th. Together we can work to prevent these tragedies by sharing water and outdoor safety information with everyone we touch in our daily lives.

Swimming pools and spas are great places for family fun. It's important to

ensure everyone follows these simple safety steps to stay safer in and around the water. On-site personnel need to make sure that parents, team members and third party suppliers or sub-contractors and guests do the following.

1. Never leave a child unattended in or near water.
2. Teach children how to swim. Yes, we know it's not your job. But it is your company that will be sued and found partially responsible if any accident takes place.
3. Teach children to stay away from drains.
4. Ensure all pools and spas on the property have compliant drain covers, alarms, fences and barriers required and in good working condition.
5. Make sure that signs and notices are



# POOL SAFETY

legally posted. Have some fun with it. Use a “watch me grow” tape painted on a vertical area to encourage children to stay on safety zones.

6. Enforce your written pool rules, especially in hot tub and spa areas.

7. Make sure that someone on site knows how to perform CPR on children and adults.

8. Check bird baths, wading pools and other areas that a young child may wander off into as you work around the common area on the property. Watch out for snakes, rodents, flying insects, open beverages and other distractions that may cause a child to be frightened and fall into the water unsupervised by a parent or family member.

9. Pay attention to the pool deck area. Bare feet on children and adults can be

easily burned on hot summer days. Include reminders to parents and guests about using sun protection, insect repellent and monitoring children’s activities when the temperature and humidity reach critical levels.

The Virginia Graeme Baker Pool & Spa Safety Act (P&SS Act) is the law which founded many Pool Safety campaigns takes its name from Virginia Graeme Baker, a seven year old girl who drowned after she was trapped under water by the powerful suction from a hot tub drain.

The statute was signed into law by the President in December 2007. It is in Graeme’s memory that we encourage all families to follow Pool Safety simple steps – because you never know which step will save a life until it does.

*Excerpted in part with thanks from [www.ppsc.gov](http://www.ppsc.gov) and [www.wikipedia.org](http://www.wikipedia.org) •*



# 6 Tried and True Listening Tips

*By Nancy Friedman, The Telephone Doctor*

Listening isn't the same as hearing. Think about a commercial for a product you have no interest in; it's easy to tune that information out, isn't it?

Hearing is one thing, but listening and mentally absorbing the thoughts is another thing. That's why we say listening is an art – not a science. While it's easy to “hear” what the customer says, great customer service begins with great listening skills.

Here are six steps to help you become a better listener. And if you think you're already a pretty good listener, pass this along to someone who could also benefit from improving their listening skills.

## **TIP #1 – DECIDE TO BE A BETTER LISTENER**

In school, you're taught to read, write, do math, and dozens of other topics. I don't know about you, but in all my

schooling, I don't ever recall having a course on listening. And yet, as we all know, listening is an important, some would say even a crucial skill. The first step is all about you – your personal commitment to be a better listener.

You need to decide to be a better listener. So make that decision now. You're going to be a better listener and you're going to work at it. Like Attitude – it is a choice.

## **TIP #2 – WELCOME THE PERSON – CUSTOMER/ FAMILY/FRIEND**

Be obviously friendly. By being obviously friendly and welcoming the customer, it immediately sets the stage to let the customer know that you're interested and actively listening. One effective way to show you're listening is eye contact. On the phone that's very difficult. But that's where Tip #3 will help you.

## **TIP #3 – CONCENTRATE**

Your mind processes information much faster than the normal rate of speech and because of that ability, your mind half listens and does other things too. Your brain tends to solve other problems, to think about what you're going to say next, other calls you need to make, lunch plans and a host of other activities.

The mind needs to be disciplined to pay full attention and to listen closely. Even when you try to listen closely, little things can distract you, like a regional accent, or someone who speaks too rapidly, or when a subject is being discussed you don't find interesting. It's easy to be distracted by things happening around you. But don't let that happen. Concentrate. Especially on the phone! "What did you say?" isn't very comforting.

## **TIP #4 – KEEP AN OPEN MIND**

We'd go a long way toward curing the problem of poor listening habits by not interrupting. By carefully listening and letting others finish their conversation, you hear them out completely. Avoid Jumping to Conclusions. That's an important step in the direction of keeping an open mind and solving the real problem.

This is a good time to talk about the difference between a "fact" and "assumption." A statement of fact is normally made after an observation. An assumption can be made any time – before, during or after an observation (or with no observation at all).

We want to operate as closely as we can with facts rather than assumptions. And a good listener learns to stay objective and not be judgmental. Try not to let personal impressions modify what you hear. Keep an open mind. Don't take up listening time by trying to think of an answer the person is talking about.

## **TIP #5 – GIVE FEEDBACK THAT YOU'RE LISTENING**

Often, when the someone doesn't give you feedback, you think you've been disconnected. Silence is golden, sometimes. Remember, on the phone there are no visual signals. Too much silence on the phone, or even in person, gives the impression you're not listening.

Even when you're thinking, when you're listening, you need to send feedback – a variety of short replies of acknowledgment. Give a spoken signal that you're receiving the message. Phrases like "bear with me while I look that up" or "let's see what the notes say" are examples. And notice too, I said a variety of replies, not one word like okay, okay, okay, okay, okay, okay.

## **TIP #6 – TAKE NOTES WHILE YOU LISTEN**

No one can remember everything. I know this is basic, yet so important (and often over looked). There needs to be paper and a pen or pencil by every

phone. Write down key words as people talk – name, what they need, any follow up items. Please don't take a chance on forgetting when it's so easy to write things down. You don't need to write a thesis. Make up your own abbreviation system as a memory jogger. And if you get lots of extra information, eliminate the unnecessary bits that can be safely discarded. Whether you're taking a telephone message or helping a customer, repeat and paraphrase the message back to be sure you've got it correct. That lets people know you've really listened. And when you're face to face, it's ok to write as they talk as well. Letting them know you're going to be taking notes while they talk is inviting.

## **BONUS TIP:**

If you're taking notes on a keyboard, let the person know you're typing / taking notes. It can be very irritating hearing click, click, click to the other person. They won't know you're taking notes unless you tell them. They could feel you might be sending an email to someone else.

Mistakes happen. We're only human. However, many mistakes are avoidable. Remember, "listening better" is an art not a science.

If we could get 250,000 people to make one less mistake, a mistake that costs a company just \$40, that would be a savings of \$10 million dollars. And it's such a simple thing to do. I'm listening – are you?

*Reprinted with thanks from [www.thetelephonedoctor.com](http://www.thetelephonedoctor.com). •*

# Fun Places to Escape the Heat and Chill Indoors in Tampa Bay

A simple walk down the street this summer can feel like it takes years. With the humidity and the Florida sun blazing, no amount of time feels like enough to cool off in summer. To help you regulate, our critics and writers came up with a few places that encourage lingering for just ... a few ... more ... minutes.

## MOVIES

### TAMPA THEATRE

Main event: Chill historically at the famed movie palace, the first commercial building in Tampa to offer air conditioning when it opened in 1926. Everything from air conditioning to projection has been spruced up since then, but Tampa Theatre's grandiose Mediterranean courtyard designs and Mighty Wurlitzer Theater Organ are preserved.

How to stall: No dining options are offered but 90-minute Balcony-to-Backstage tours are an entertaining way to crib some cool. Check the website for times and pricing.

Go: 711 N Franklin St., Tampa. (813) 274-8981. [tampatheatre.org](http://tampatheatre.org).

### CINEBISTRO

Main event: For nearly a decade, these two Cinebistro locations have been popular places for upscale moviegoers to beat the heat with something to eat. Not to mention premium cocktails and wine at chi-chi lobby bars, with prices to match.

How to stall: Arrive 30 minutes before showtime for service at your seat. Entree prices range from \$12 for a veggie burger to \$27 for a N.Y. strip steak. Drinks start at \$4 bottled domestic beers, peaking with \$12

martinis. The entire gastro-lineup is available online. You pay extra to enter such luxury...But the AC is free. Check the website for times and pricing.

Go: 1609 W. Swann Ave., Tampa, (813) 514-8300  
6333 Wesley Grove Blvd., Wesley Chapel, (813) 948-5444  
[www.cinebistro.com](http://www.cinebistro.com).

### COBB TYRONE LUXURY 10 THEATER

Main event: Pinellas County's latest addition to the dinner-in-a-movie trend takes a less upscale approach than Cinebistro, in menu and prices. The movies and climate control are pretty much the same.

How to stall: Cobbster's Kitchen & Bar offers full-service dining, or you can take entrees inside the auditorium. Prices top out at \$12.95 for a well-rounded assortment of burgers, sandwiches, salads, soft tacos, pizza and flatbreads. Desserts include sweet potato hush puppies with marshmallow dip. Check the website for times and pricing.

Go: 2998 Tyrone Blvd. N, St. Petersburg. (727) 209-1950  
[www.cobbtheaters.com/tyroneluxury10](http://www.cobbtheaters.com/tyroneluxury10).

## BOOKS

### LARGO PUBLIC LIBRARY

Main event: This spiffy, spacious 90,300-square-foot facility opened in 2005, set amid the 70 green acres of Largo's Central Park.

How to stall: Libraries expect you to linger. This one offers plenty of space for research and reading, on paper

or online. There's an entire children's wing with activities to keep the little ones busy, too. Idle away some time in the library's cafe over a book and a cup of java. Or browse in the book store to add to your permanent collection. For something other than books, check out the IdeaLab and try your hand at robotics, 3-D printing, videography and more.

Go: 9 a.m.-8 p.m. Monday-Wednesday, 10 a.m.-6 p.m. Thursday-Friday, 10 a.m.-5 p.m. Saturday  
120 Central Park Drive, Largo  
(727) 587-6715  
[www.largo.com](http://www.largo.com).

### OXFORD EXCHANGE

Main event: This space was built in 1891 as a stable for Henry Plant's Tampa Bay Hotel (now part of the University of Tampa); it opened as the Oxford Exchange in 2012 so gorgeous, it feels like walking into an issue of Architectural Digest.

How to stall: On any given day, half the population of South Tampa is doing just that at OE. The restaurant serves breakfast, lunch and afternoon tea in sunny rooms, but the area around the Buddy Brew Coffee and Tebella Tea Company counters, furnished with an assortment of easy chairs and tables, is more conducive to long-term lounging and people-watching. You can shop for Warby Parker eyeglasses or adorable home goods, or visit the nicely curated bookstore for something to read. Check out the Spotlight series for author appearances.

Go: 7:30 a.m.-5:30 p.m. Monday-Friday, 9 a.m.-5:30 p.m. Saturday-Sunday  
420 W Kennedy Blvd., Tampa

(813) 253-0222  
www.oxfordexchange.com.

### **NELSON POYNTER MEMORIAL LIBRARY**

Main event: Students, faculty and staff of the University of South Florida St. Petersburg get full access to the campus library's resources, but anyone can enjoy its airy open space and comfy study areas, some with lovely views of Bayboro Harbor.

How to stall: Browse the stacks for something to read for an hour or two — a collection of short stories or essays, perhaps. Track down one of those seats with a view (easier to find in the summer, when the students thin out) and relax in that blessed library quiet.

Go: 8 a.m.-7 p.m. Monday-Thursday, 8 a.m.-5 p.m. Friday, 9 a.m.-5 p.m. Saturday. Closed Aug. 6-13 for semester break  
140 Seventh Ave. S, St. Petersburg.  
(727) 873-4405  
www.lib.usfsp.edu.

### **ICE SKATING**

Main event: Sure there are plenty of indoor play spaces, but how many are so cold you need to pack a scarf and gloves? Going ice skating is the ultimate way to forget the oppressive heat outside, and Tampa Bay has four ice rinks to choose from, including one inside a mall.

How to stall: Put your own two feet to the test, or see if you can catch figure skaters or hockey teams practicing on the rinks. Warm up with a cup of hot chocolate or grab a bite to eat. Each of these rinks also has big screen TVs in the rink-side lounge.

Go: Tampa Bay Skating Academy has two ice rinks — Clearwater Ice Arena, 13940 Icot Blvd., Clearwater, (727) 536-5843; and Tampa Bay Skating Academy 255 Forest Lakes Blvd. N, Oldsmar, (813) 854-4010 — and also runs the

one inside Countryside Mall 27001 U.S. 19 N, Clearwater (727) 723-7785.

See www.tampabayice.com for schedules.

Ellenton Ice and Sports Complex 5309 29th St. E, Ellenton (941) 723-3663  
www.ellentonice.com.

### **OFF-BEAT**

#### **BIG BOX STORES, LIKE IKEA**

Main event: There are hours to be killed wandering those big, cool, fluorescent-lit palaces known as Sam's Club, Target (better yet: Super Target), Barnes and Noble or, the biggest, most labyrinthine of them all, Ikea.

How to stall: One great thing about big box stores: It's easy to go unnoticed. Unless you're actively seeking help or lounging in a kiddie pool at la Al Bundy, you can probably hang at Best Buy playing video game demos all day without anyone saying a word. Browse Target DVDs for ideas on what to stream. Try every food sample at Sam's. At Ikea, spend a morning telling yourself you really could live in a 270-square-foot apartment if only it was organized with Ekby Bjarnum shelving, eat some \$4.99 Najad salmon in the cafe for lunch, then wile away your afternoon downstairs among the modular can openers, corkscrews and clocks.

Go: 10 a.m.-9 p.m. Monday-Saturday, 10 a.m.-8 p.m. Sunday  
Ikea, 1103 N 22nd St., Tampa (888) 888-4532  
www.ikea.com.

### **TAMPA INTERNATIONAL AIRPORT**

Main event: You don't have to buy a ticket or take your shoes off to hang in the main terminal. There are shops, restaurants, public art installations, comfy places to sit and free Wi-Fi.

How to stall: Grab a Starbucks drink and stare out the window at planes taking off. Get your shoes shined.

Go to the newsstand and browse the extensive selection of magazines. Watch strangers tearfully reunite after long trips. Take your time gazing at the music memorabilia at the Hard Rock Cafe or the handwoven tapestries from Swaziland at baggage claim.

Go: 4100 George J Bean Parkway, Tampa (813) 870-8700  
www.tampaairport.com.

### **HOTEL LOBBIES**

Main event: Hotel lobbies are designed to feel welcoming, with the comfiest couches, the best decor, outlets to plug in your phone and perhaps some big-screen TVs tuned to whatever big game happens to be on. There's almost always a bar nearby, and a gift shop or a game room.

How to stall: The historic Vinoy Renaissance Resort on the St. Petersburg waterfront has a really long common area you can stroll through while feeling like a fancy 1920s person. At one end, you can study a photo display detailing the hotel's 92-year history, including its jaunt as an army training facility. At the other end, get a grapefruit jalapeno margarita, or a massage in the spa. Across the bay, downtown Tampa's boutique Le Meridien hotel opened in 2014 in a century-old former courthouse, renovated in lavish modern design. You can hang at the bar, or get something sweet and French from the bakery. Or go a few blocks toward the water, where the sleek Aloft hotel on the Hillsborough River.

Go: Vinoy Renaissance 501 5th Ave. NE, St. Petersburg (727) 894-1000, www.marriott.com Le Meridien. 601 N Florida Ave., Tampa, (813) 221-9555  
www.lemeridientampa.com.  
Aloft, 100 W Kennedy Blvd., Tampa (813) 898-8000  
www.aloftdowntowntampa.com.

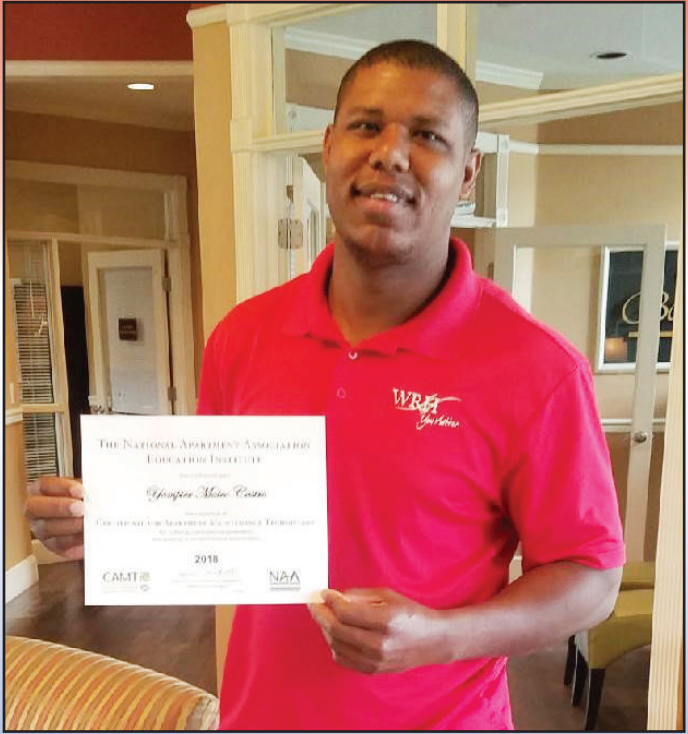
# CERTIFICATION PHOTOS



**Certified Apartment Maintenance Technicians**



CERTIFICATION PHOTOS



**Congratulations!**



# Spotlight

Last 90 Days

# Maintenance Technician

## Markets

With Highest Concentration

% of Apartment Job Postings

10-Year Job Growth Forecast (Statewide)

Charleston, SC	26%	8%
Tampa, FL	22%	17.3%
Kansas City, MO	21%	5.3%
Nashville, TN	19%	12%
Boston, MA	18%	3.5%

## Top Skills

Specialized/Required	Baseline
Plumbing	Preventive Maintenance
Repair	Physical Demand
HVAC	Communication Skills

## Earnings

### \$50,910

Mean Salary of Postings

### \$39,360

Mean Salary 2016 (BLS)

### 6.1%

Projected 10-year Change in Employment

Sources: NAA Research; Burning Glass Technologies; Bureau of Labor Statistics (As of January 31, 2018)



# 2018 GOVERNMENT AFFAIRS ROUNDTABLE & LEGAL SYMPOSIUM

AUGUST 1-3, 2018 | POST CARD INN ST. PETE BEACH  
6300 GULF BLVD, ST PETE BEACH, FL 33706

## CONFERENCE SCHEDULE

### Wednesday, August 1st

7:00-9:00pm Join us for a Welcome Reception in the Tiki Pavilion

### Thursday, August 2nd

7:30-8:00am: Breakfast in the Canteen  
8:00-5:00pm: Sunset Room: Full day panel discussions & presentations.

### Friday, August 3rd

7:30-8:00am: Breakfast in the Canteen  
8:00-1:30pm: Sunset Room: Roundtable discussions & featured speaker presentation. Conference concludes after lunch.

## REGISTRATION

Conference Fee: \$400

Deadline: July 2nd

Online Registration:

[baaahq.org/events/government-affairs-roundtable-2018](http://baaahq.org/events/government-affairs-roundtable-2018)

BAAA THANKS OUR CONFERENCE SPONSORS



## WHILE YOU'RE HERE ...

VISIT THE DALÍ MUSEUM  
THE MAHAFFEY THEATER  
TAMPA RIVERWALK  
BIG STORM BREWERY  
THE FLORIDA AQUARIUM

## RESERVE YOUR ROOM AT POST CARD INN

ROOMS FROM \$149 + TAX  
BY PHONE: (800) 237-8918  
MENTION "GOVERNMENT AFFAIRS ROUNDTABLE 2018"  
DISCOUNT EXPIRES JULY 2ND





# *Business Exchange & Silent Auction*

Thursday, July 26, 2018

Hilton Tampa Downtown





Bay Area  
Apartment  
Association  
Red, Wine & Blue  
Business Exchange  
& Silent Auction



Thursday, July 26, 2018  
5:00 to 9:00pm  
Hilton Tampa Downtown  
211 N Tampa St, 3rd Floor  
Tampa, FL 33602  
Parking: Ft. Brooke Garage  
Approx \$1.60/hr. Valet parking \$24.

### BUSINESS EXCHANGE

Associate Members are invited to enjoy an exclusive Meet & Greet, reverse trade show with a speed dating twist, with Property Management VIPs.

**3:30 to 5:30pm: Setup for Management**

**5:30 to 8:00pm: Business Exchange Event**

**8:00 to 8:30pm: Tear Down**

The Business Exchange is a Free Event for Management Companies. You will meet New Associate Members, gain New Product Knowledge, and Support BAAA Associate Members!

You can earn a \$50 BAAA Education Voucher (must be used within one year of receipt) by  
(1) Setting up your table on time,  
(2) Bringing one Regional and/or VIP personnel,  
and (3) Staying until the end of the event.

### SILENT AUCTION

**3:00 to 4:30pm: Setup for Staff**

**5:00 to 9:00pm: Auction Event**

Includes:  
One Wine Tasting per Guest  
Hors d'oeuvres  
Dessert & Coffee  
Grand Prize Drawing Ticket

**8:45pm: Red, Wine & Blue  
Grand Prize Drawing**

You could win an assortment of fine wines and accoutrements for the wine connoisseur. Must be present to win. \$500+ value.

### SPONSORSHIPS

Software - Quality Roofing, Inc.  
Wine Tasting: \$500  
Hors d'oeuvres: \$350  
Dessert & Coffee: \$250  
Red, Wine & Blue Grand Prize: \$100

### TICKETS

**\$45 Auction Only (Any Member Type)\***

**\$99 Business Exchange & Auction (Associates Only)\***

**FREE - Business Exchange Participants (Property Management Company Only)\*\***

\* Ticket price \$10 more at door.

\*\* Limit 3 personnel from each participating Mgmt. Co. for free. \$10 off additional staff from same Mgmt Co.

Click or go here to Donate an Auction Item: <https://goo.gl/forms/7O5oKqH428wVe1to1>

Click or go here for Tickets: <https://www.baaahq.org/events/business-exchange-silent-auction>



# GOLF OUTING

THURSDAY | AUGUST 9, 2018



# TOPGOLF

**Topgolf | 10690 Palm River Road | Tampa, FL 33619**

**11am to 12pm - Registration • 12pm to 4pm - Golf, Networking, Lunch & Awards**

**\$135 Per Player Members • \$780 Bay for 6 Members**

*Includes: Golf, Prizes, Open Bar, Gourmet Lunch and Awards Presentation*



## Golf skills are NOT REQUIRED to have fun!

The event you can't afford to miss with  
300+ industry peers in attendance.



Corporate Sponsors

**MaintenX**  
Total Facilities Repair Experts

**MaintenX**  
Total Facilities Repair Experts

## GOLF PRICING

**EARLY BIRD CUTOFF IS JULY 9<sup>TH</sup>  
AFTER THAT, PRICES INCREASE!**

### Member/Player:

\$120 Early Bird Member by 7/9  
\$135 Regular Member  
\$160 Non-Member



### Bay Only:

(Golf for 6, no sponsorship)  
\$750 Early Bird Member by 7/9  
\$780 Regular Member  
\$850 Non-Member

### Bay Package:

(Golf & Super Packages for 6,  
no sponsorship)  
\$850 Early Bird Member by 7/9  
\$880 Regular Member  
\$950 Non-Member



### Bay Sponsor Package:

(Golf & Super Packages for 6,  
with Bay sponsorship)  
\$875 Early Bird Member by 7/9  
\$905 Regular Member



### \$35 Super Package:

2 Mulligans, 6 Raffle Tickets  
(Included in Bay Package and  
Bay Sponsor Package)

### Spectator

(No Golf)  
\$125 Member  
\$150 Non-Member

## SPONSORSHIP PRICING

### Corporate Sponsorship: \$2,500

(6 golfers included, no spectators)  
Includes \$875 Bay Sponsor Package,  
Bay Sponsorship, Signage, Publicity,  
and Name on Major Sponsor Banner

### Awards Reception: \$500

(1 attendee included)  
Recognition during the Reception

### Practice Balls: \$500

(2 attendees included)  
Logo on the monitors for the  
whole practice period

### Beverage: \$750

(2 attendees included)  
Recognition Signage at Both Bars  
Sponsor may provide  
logoed plastic cups, napkins, koozies

### Souvenir Photo Jackets: \$500

### Concierge: \$300

(1 attendee included)  
Serve/Assist Golfer during Outing

### SPONSORSHIPS ABOVE INCLUDE:

Logo looped on monitors throughout all Bays.  
Signage and publicity on website,  
Bayline, and printed materials  
the day of the tournament.

### Bay Sponsor: \$150

Logo/ad looped on monitors in each Bay

### Lunch Sponsor: \$250

Signage on Buffet Table

### Door Prize Donation

**REGISTRATION DEADLINE IS 8/3/18 | SPONSORSHIP DEADLINE IS 7/27/18**

**REGISTER AT: WWW.BAAAHQ.ORG**

Bay Area Apartment Association | 19031 N. Dale Mabry Hwy. | Lutz, FL 33548  
E-mail: [staff@baaahq.org](mailto:staff@baaahq.org) | Fax: (813) 884-0326 | Phone: (813) 882-0222



2018 FLORIDA APARTMENT ASSOCIATION  
ANNUAL CONFERENCE & TRADE SHOW  
OCTOBER 3-5, 2018 • BOCA RATON RESORT & CLUB  
Register online at [faahq.org](http://faahq.org)





NATIONAL APARTMENT LEASING PROFESSIONAL®

**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

*Fall: September 12, 13 & October 10  
Member \$449/Non-Member \$599*



CERTIFICATE FOR APARTMENT MAINTENANCE TECHNICIANS

**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

*September 12, 13, 14 & October 24, 25  
Member \$839/Non-Member \$989*



**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.

*October 22  
Member: \$99/Non-Member: \$199*

**For more information, contact:  
Debra@baaahq.org or call  
(813) 882-0222 x3**



CERTIFIED APARTMENT MANAGER®

**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

*July 10, 11, 16, 17, 18  
Member: \$959/Non-Member: \$1109*

## EDUCATION & EVENTS

### **JULY 10, 11, 16, 17, 18** **CERTIFIED** **APARMENT MANAGER**

**8:30am to 5:00pm**  
**Chadwell Supply**  
**5115 Joanne Kearney Boulevard**  
**Tampa, FL 33619**  
**\$959 Members**  
**\$1109 Non-Member**

Earning your CAM credential allows you to demonstrate your skills, knowledge, and ability to manage an apartment community and achieve owners' investment goals.

You'll learn about:

- Occupancy rates
- Comprehensive marketing plans
- Sales team management and product readiness
- Equitable treatment of current and potential residents
- Resident retention and the maintenance of a positive company image
- Consistent and ongoing resident communication
- Positive resident service and issue resolution
- Enforcement of company policy in compliance with laws and regulations
- Property inspections
- Preventive maintenance programs
- Service request process
- Apartment turnover process
- Contractors and vendors
- Recruitment, hiring, orientation and training of high-caliber employees
- Systematic employee evaluation
- Employment regulations and record keeping
- Analysis of the property's financial operations with corrective actions for underperformance
- Monitoring of property performance to achieve the owner's investment goals
- Accounting principles and practices

- Maximizing net operating income
- Reporting property performance honestly and accurately

### **JULY 10, 11, 16** **CERTIFIED** **APARMENT SUPPLIER**

**8:30am to 4:30pm**  
**Chadwell Supply**  
**5115 Joanne Kearney Boulevard**  
**Tampa, FL 33619**  
**\$959 Members**  
**\$1109 Non-Member**

A valued supplier partner has a deep understanding of the apartment industry. This course helps gain insight to better position your products and services to meet industry needs. Ideal for new salespeople and helps industry veterans gain further knowledge of apartment operations.

CAS allows you to network with peers, learn about benefits and activities of your local apartment association and offers opportunity to engage in association meetings and events. This course gives opportunity to hear everyday challenges faced by your apartment-manager customers.

The (CAS) training includes:

- Applicant screening, leasing contracts, and move-ins
- Rent collection, lease renewal, the move-out process, lease termination, and eviction
- Property management systems and their functions
- How community managers create a positive fair housing environment
- Minimizing risk through inspections, preventative maintenance, safety programs, and documentation
- Addressing property and environmental hazards and crime
- Analyzing property financial

- operations and underperformance
- Monitoring property performance to achieve owner's investment goal
- Maximizing net operating income

### **JULY 19** **BOARD OF DIRECTORS** **MEETING**

**4:30 to 5:45pm**  
**Tampa Housing Authority**  
**5301 West Cypress Street**  
**Tampa, FL 33607**

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.

### **JULY 26** **RED, WINE & BLUE** **BUSINESS EXCHANGE &** **SILENT AUCTION**

**5:30 to 9:00pm**  
**Hilton Tampa Downtown**  
**211 N Tampa St, 3rd Floor**  
**Tampa, FL 33602**  
Parking: Ft. Brooke Garage  
Approx \$1.60/hr. Valet parking \$24.

#### **BUSINESS EXCHANGE**

Associate Members are invited to enjoy an exclusive Meet & Greet, reverse trade show with a speed dating twist, with Property Management VIPs.

3:30 to 5:30pm: Setup for Management  
5:30 to 8:00pm: Business Exchange Event  
8:00 to 8:30pm: Tear Down

The Business Exchange is a Free Event for Management Companies. You will meet New Associate Members, gain New Product Knowledge, and Support BAAA Associate Members!

You can earn a \$50 BAAA Education Voucher (must be used within one year of receipt) by (1) Setting up your table on time, (2) Bringing one Regional and/

or VIP personnel, and (3) Staying until the end of the event.

**SILENT AUCTION**

3:00 to 4:30pm: Setup for Staff  
5:00 to 9:00pm: Auction Event  
Includes:  
One Wine Tasting per Guest  
Hors d'oeuvres  
Dessert & Coffee  
Grand Prize Drawing Ticket

8:45pm: Red, Wine & Blue  
Grand Prize Drawing  
You could win an assortment of fine wines and accoutrements for the wine connoisseur.  
Must be present to win. \$500+ value.

**SPONSORSHIPS**

Software - Quality Roofing, Inc.  
Wine Tasting: \$500  
Hors d'oeuvres: \$350  
Dessert & Coffee: \$250  
Red, Wine & Blue Grand Prize: \$100

**TICKETS**

\$45 Auction Only (Any Member Type)\*  
\$99 Business Exchange & Auction (Associates Only)\*  
FREE - Business Exchange Participants (Property Management Co Only)\*\*

\* Ticket price \$10 more at door.  
\*\* Limit 3 personnel from each participating Mgmt. Co. for free. \$10 off additional staff from same Mgmt Co.

Click or go here to Donate an Auction Item:  
<https://goo.gl/forms/7O5oKqH428wVe1to1>

Click or go here for Tickets:  
<https://www.baaahq.org/events/business-exchange-silent-auction>

*Reservations and cancellations accepted up to 48 hours before event. No shows and non-cancelled reservations will be invoiced.*

**AUGUST 1, 2, & 3  
NAA GOVERNMENT  
AFFAIRS ROUNDTABLE  
AND LEGAL SYMPOSIUM**  
Post Card Inn on St. Pete Beach  
6300 Gulf Boulevard  
St. Pete Beach, FL 33706  
Register at: [www.baaahq.org/events/governmentaffairs-roundtable-2018](http://www.baaahq.org/events/governmentaffairs-roundtable-2018)  
Conference Fee: \$400

**August 1**  
7:00 to 9:00pm:  
Welcome Reception, Tiki Pavilion

**August 2**  
7:30-8:00am:  
Breakfast in the Canteen  
8:00-5:00pm: Sunset Room: Full day panel discussions and presentations

**August 3**  
7:30-8:00am:  
Breakfast in the Canteen  
8:00-1:30pm: Sunset Room:  
Roundtable discussions and featured speaker presentation.  
Conference concludes after lunch.

**AUGUST 28  
MORNING  
“MEET & LEARN”**  
Monthly Education & Networking for all Community Staff  
8:30 to 10:30am  
Location in Polk/Lakeland  
TBD

**AUGUST 28  
AFTERNOON  
“MEET & LEARN”**  
Monthly Education & Networking for all Community Staff  
12:30 to 2:30pm  
Location in Bradenton  
TBD

**AUGUST 30  
BOARD OF DIRECTORS  
MEETING**  
4:30 to 5:45pm  
Tampa Housing Authority  
5301 West Cypress Street  
Tampa, FL 33607

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.



## 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				

# JULY

## JULY 4

**Independence Day - BAAA Offices Closed**

## JULY 10, 11, 16, 17, 18

**Certified Apartment Manager**

8:30am to 5:00pm @ Chadwell Supply

## JULY 10, 11, 16

**Certified Apartment Supplier**

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

## JULY 19

**Board of Directors Meeting**

4:30 to 5:45pm @ Tampa Housing Authority

## JULY 26

**Red, Wine & Blue**

**Business Exchange & Silent Auction**

5:30 to 9:00pm @ Hilton Tampa Downtown

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	

# AUGUST

## AUGUST 1, 2, & 3

**NAA Government Affairs Roundtable and Legal Symposium**

Post Card Inn on St. Pete Beach

## AUGUST 9

**Golf Outing**

11:00am to 4:00pm @ Topgolf

## AUGUST 28

**Morning "Meet & Learn"**

8:30 to 10:30am @ TBD

## AUGUST 28

**Afternoon "Meet & Learn"**

12:30 to 2:30pm @ TBD

## AUGUST 30

**Board of Directors Meeting**

4:30 to 5:45pm @ Tampa Housing Authority

**You can register for any event at [www.BAAAhq.org](http://www.BAAAhq.org)  
Members must log in to the website to receive member pricing.**



**DATE:**

**Thursday**  
**July 26, 2018**

**PLACE:**

**Hilton Tampa**  
**Downtown**  
**211 N Tampa St**  
**3rd Floor**  
**Tampa, FL 33602**  
Parking: Ft. Brooke Garage  
Approx \$1.60/hr.  
Valet parking \$24.

**TIME:**

**5:30 to 9:00pm**

**COST:**

\$45 Auction Only  
(Any Member Type)\*  
\$99 Business Exchange &  
Auction (Associates Only)\*  
FREE - Business Exchange  
Participants (Property Manage-  
ment Company)\*\*

\* Ticket price \$10 more at door.  
\*\* Limit 3 personnel from each  
participating Mgmt. Co. for free.  
\$10 off additional staff  
from same Mgmt Co.

**MEMBERSHIP MEETING**

# **Business Exchange & Silent Auction**



**BUSINESS EXCHANGE**

5:30 to 8:00pm  
Associate Members are  
invited to enjoy an exclusive  
Meet & Greet, reverse trade show  
with a speed dating twist, with  
Property Management VIPs.

**SILENT AUCTION**

5:00 to 9:00pm  
Includes:  
One Wine Tasting per Guest  
Hors d'oeuvres  
Dessert & Coffee  
Grand Prize Drawing Ticket  
  
8:45pm: Red, Wine & Blue  
Grand Prize Drawing  
You could win an assortment  
of fine wines and accoutrements  
for the wine connoisseur.  
Must be present to win.  
\$500+ value.

**TICKETS**

*<https://www.baaahq.org/events/business-exchange-silent-auction>*

**DONATE AN AUCTION ITEM:**

*<https://goo.gl/forms/7O5oKqH428wVe1to1>*

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

## ADVERTISING IN BAYLINE

### Monthly Cost:

Fourth Page B/W  
Non-Member Price: \$155  
Member Price: \$125

Fourth Page Color  
Non-Member Price: \$255  
Member Price: \$175

Full Page B/W  
Non-Member Price: \$350  
Member Price: \$250

Full Page Color  
Non-Member Price: \$450  
Member Price: \$385

Half Page Horizontal  
B/W Non-Member Price: \$200  
Member Price: \$175

Half Page Horizontal Color  
Non-Member Price: \$300  
Member Price: \$225

Half Page Vertical B/W  
Non-Member Price: \$225  
Member Price: \$200

Half Page Vertical Color  
Non-Member Price: \$325  
Member Price: \$250

Third Page Vertical B/W  
Non-Member Price: \$180  
Member Price: \$150

Third Page Vertical Color  
Non-Member Price: \$280  
Member Price: \$200

*For more advertising info call  
BAAA at 813-882-0222 or  
go to [www.BAAAHQ.org](http://www.BAAAHQ.org)*

## ADVERTISERS

House of Floors	5
Lindsey M. Porter, PA	8
Rose Paving	7
Switch Electric	2

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

## BAAA WEBSITE

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

With your login, you will be able to:

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

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

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

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

# GET YOUR 2018 FIRST QUARTER SURVEY



Owners and property managers throughout the Bay Area can simply log on to [www.baaahq.org](http://www.baaahq.org) and purchase the 2018 First 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](http://www.baaahq.org)**  
**For more information: Please call 813-882-0222.**

**NAA Click&Lease**  
**THE INDUSTRY STANDARD**

Powered by Blue Moon Software



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

Learn more [WWW.NAAHQ.ORG/LEASE](http://WWW.NAAHQ.ORG/LEASE)

**STRIKE THE RIGHT BALANCE BETWEEN RISK AND REWARD**





# CRUISE AWAY WITH BAAA!



**SAILING**  
**THURSDAY, SEPT 13 TO**  
**SUNDAY SEPT 16, 2018**

3 Night Cruise Sailing from  
Port Canaveral, FL  
**TO NASSAU, BAHAMAS**



## CABIN PRICING

- Inside: \$322.65/Person
- Ocean View: \$347.65/Person
- Balcony: \$412.65/Person

Rates include cruise fare, port charges & taxes/fees.

## DEPOSITS

- Deposit: \$100/person due  
**Tuesday, April 10th**
- Payment due in Full:  
**Tuesday, July 10th**

**TO BOOK: SHEERIN RAHMAN**  
**CRUISES & MOORE, INC.**  
**813-287-2311 OR 888-279-4737**