

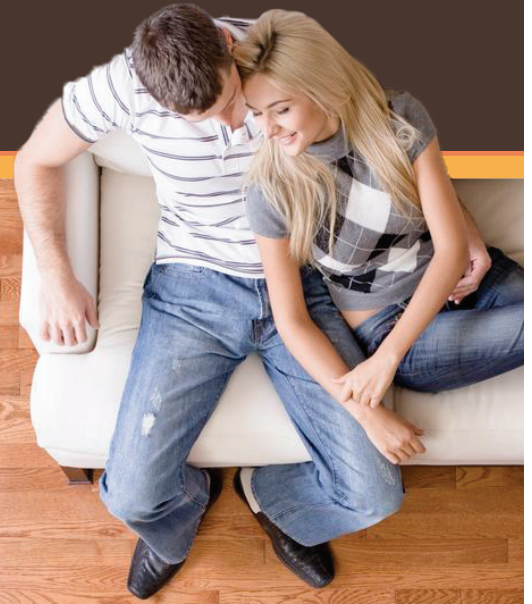
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On the Cover

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

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

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9/8/2016 – 9/12/2016

Bay Area Apartment Association

Date	Location	Arrive	Depart
Thursday, Sept 8	Tampa, FL		4:00P
Friday, Sept 9	Fun Day at Sea		
Saturday, Sept 10	Cozumel, Mexico	8:00A	6:00P
Sunday, Sept 11	Fun Day at Sea		
Monday, Sept 12	Tampa, FL	8:00A	

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Tapestry Lake Park

18402 Tapestry Lake Circle
Lutz FL 33548
813-960-3333 Units: 177

The Park at Aberdeen

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Tampa FL 33613
813-971-1566 Units: 320

The Park at Chesterfield

5039 Chalet Court
Tampa FL 33617
813-988-7050 Units: 244

University Lake

14200 Bruce B Downs Blvd
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813-304-2205 Units: 300



NAA 2016 Legislative Priorities

By Kevin Schwartz, BAAA Government Affairs Director

At the NAA Legislative Committee meeting in Washington this past March, the committee looked forward to the next big issues to tackle on the federal level in the next Congressional cycle: Music licensing, affordability and energy efficiency benchmarking.

NAA with the input of its members will attempt to lay groundwork, define and shape the discussion on these national issues in the best interest of apartment investors, owners and managers everywhere. This month, we'll take a

look at a vexing issue for managers and their residents — music copyright and how it affects communities.

The copyright law prohibits the “public performance” of songs without the copyright owner’s permission. For years, apartment managers have tussled with music copyright and the best way to avoid the legal pitfalls of infringement throughout their communities for live performances, recorded music used at special events and background music broadcast to community members in

clubhouses and fitness rooms.

According to research commissioned by NAA, under copyright law music is “performed” if a song is played — either live or on a device such as an MP3 or CD player — radio or computer. A performance is “public” if:

- It takes place in an area that is open or accessible to the public or to a group that is larger than one family and its small circle of friends; or
- It is transmitted or otherwise made available to many people, whether they receive it at the same time or at different times, and in one place or many.

That covers a lot of ground, and the complexities already inherent in the law have become even more pronounced as Internet radio, downloading services and satellite radio such as SiriusXM have proliferated on the digital music scene.

There are three primary licensing services representing artists and recording companies who actively seek out infringement in an apartment community setting:

- ASCAP (800-505-4052)
- BMI (800-925-8451)
- SESAC (800-826-9996)

They will cover all your performance licensing needs, but the cost can run into the many thousands of dollars a year for multiple large properties.

The alternative is to run an opera-

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tion exempt from fees by limiting the number of television sets and audio speakers, their size and where they are in the community. Paying direct subscription fees to providers such as SiriusXM also limit your copyright exposure for content streamed over those services.

There are two other explicit exemptions known as public domain and fair use. Public domain content is usually that which was recorded before the current copyright laws or which the creator has made available to the public for free.

Fair use allows copyrighted content to be used primarily in educational settings, news reporting and criticism. Neither of these exemptions is likely to be practically helpful to an apartment community.

That's where NAA's effort comes in. Should it seek an exemption for apartment clubhouses and fitness centers? Should it seek an abolition of licensing fees if the content is obtained through a monthly subscriber service? The issue is ripe for framing, and the strategy will be forming throughout the year.

If anyone would like a copy of the NAA "white paper" on the subject, please email me.

POKER FOR APAC SET

Following up on the Halloween Spooky Games APAC fundraiser last year, the Government Affairs Communications Committee will turn to the lucky cards this time and will host a poker party September 22 at the CORT Furniture Showroom on North Dale Mabry Highway in Tampa. Save the date and start practicing.

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

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Endless Takeaways!

By Marc Ross, Bob Ross Realty
2016 National Apartment Association Chairman of the Board

An NFL Hall of Famer, two HGTV stars and a successful entrepreneur are all gathering at the Moscone Convention Center in San Francisco this June 15-18 at the 2016 NAA Education Conference & Exposition. You're not going to miss it, are you? Our speaker lineup is sure to impress and you'll leave each session motivated, inspired and ready for success!

The Thursday General Session, from 12:45 p.m. - 2:15 p.m., features Super Bowl Champion and Emmy-nominated broadcaster, Michael Strahan, who will deliver endless inspiration and motivation. This triple threat-athlete, entertainer and broadcaster-dazzles with his energy and experience.

The Friday General Session, from 3:15 p.m. - 4:45 p.m., features Chip and Joanna Gaines, the rising stars of HGTV's hit show, "Fixer Upper." They'll engage you with their experiences using renovation, design and real estate to turn clients' dreams into reality.

And, finally, on Saturday from 8:45 a.m. - 11:30 a.m., don't miss the NAA Awards Celebration Breakfast, featuring Charles Best. See why Oprah Winfrey named DonorsChoose.org as one of her "Ultimate Favorite Things." Best, Founder and CEO, will share his passionate view of how his nonprofit addresses educational inequity.

For more information visit <http://educonf.naahq.org>. Be there for all of the action!

BOOSTING NOI

MAXIMIZE: 2016 Multifamily Asset Management Conference, the only industry conference solely dedicated to NOI, is open for registration. Register now at www.naahq.org/maximize to attend Oct. 17-19 in San Diego at the

Loews Coronado Bay.

Be part of the action as you network with apartment industry asset managers, revenue managers, investors, executive vice presidents and C-suite level professionals in a meeting scaled to provide top-notch learning experiences in a private resort setting.

We're developing a robust program that will address current issues and challenges and provide solutions for multifamily asset managers charged with creating value for owners, managers and investors. Sessions will focus on five key topics: Revenue Management, Risk Management, Sustainability, Innovation and Affordable Housing. More information regarding conference programming will be announced in the coming weeks, but the decision should already be a no-brainer. Register today and invest in your future.

SNEAK PEEK

The 2016 NAA Education Conference & Exposition is jam-packed with the most relevant and engaging education sessions catered to your professional needs. With more than 50 sessions to choose from, this is inspiration on a massive scale.

We're so excited about what have in store for you this year that we're sharing a sneak peek of one of the sessions! Catch Staying Power: A Team Engagement, Recruitment & Retention Reconstruct on Thursday, May 19 at 3 p.m. EST.

The sneak peek webinar will dive into marketplace dynamics as predictions show a shortage of skilled labor as Baby Boomers retire. Many apartment markets are also on accelerated growth platforms, resulting in new opportuni-

ties for apartment housing professionals. Some may be considering other options, like offering more money and/or flexibility, as well as career growth. They may be thinking, "should I stay... or should I go?" Smart operators are focused on efforts to address the intangibles, the implied and overall recruitment and retention methods to meet these changing marketplace dynamics. Register today at bit.ly/SneakPeekStayingPower.

And, don't forget to join us and more than 9,200 of your peers to get full access to the rest of our education program! PLUS: When you register by June 6, you'll save up to \$150 off of on-site pricing.

TIME TO 'TAKE 5'

Attendees of the 2016 NAA Student Housing Conference and Exposition walked away with plenty of valuable insights from outstanding speakers and sessions. With more than 17 hours of education, there was a lot of information to take in.

NAA has your back. Our post-show program, "NAA Take 5," available at <http://shce-naa.naahq.org/take-5>, gives you access to key tips and takeaways from some of our most popular education sessions. There were lots of great ideas and applicable best practices presented and we don't want you to miss out!

If we haven't covered a session that you're looking for, the NAA Education Institute's (NAAEI) REWIND program (available at <http://shce-naa.naahq.org/rewind>) is also a good resource.

REWIND offers 16 PowerPoint-synched audio sessions from the conference so you can revisit the sessions and share them with your colleagues to spread the knowledge. •



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Customer Service

Does the company you are currently with, offer online, fax, phone and email ordering? Does your flooring company offer you online reporting capabilities that allow you to manage all of your ordering history?

House of Floors appreciates how important your time is; therefore we strive to make every interaction with us as seamless as possible. We give every customer the ability to order in the way that is most convenient to them. 24/7 Online, over the phone, via email, or via fax, we will take your order accurately and professionally no matter the modality you choose. Do you ever come across a situation where a renter didn't care for their flooring and it did not last its entire lifespan? Have you ever had to determine what the prorated amount would be? Do you ever just need information about what was done and when? We have you covered! With a few simple clicks, you can access your Order History, Invoice History, and even Pro-Rate the cost of the carpet to charge back the resident who damaged it.

Coverage Area and Turnaround Time

Do you have multiple properties in the state of Florida? Are you serviced without additional trip charges or fees?

With 8 locations across the state of Florida, we cover from the panhandle, to sunny Miami and every area in-between with absolutely no trip charges. No matter the time constraints you are faced with, we will provide our excellent service every time!

Can the company you are currently using offer you same day and next day service?

House of Floors provides "Same day", "Next day", "Emergency" and "Saturday" services to meet all of your flooring needs for the same low price. We'll even install on Sunday if you need us too.

Does the company you use have a fully stocked warehouse to meet ALL of your flooring needs?

If you need something done now or 6 months, we are ready and waiting with a fully stocked warehouse and showroom to provide you with the best in quality and service according to your schedule and always at the same low rate. Don't worry, if something needs to be special ordered, we can handle that too!



Quality

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

Each one of our 350 installation crews are prompt, efficient and highly skilled in flooring installations. From the moment a House of Floors uniformed installer arrives on your property, you can be assured that they will conduct themselves professionally and with as little disruption as possible to your property's residents and to your staff. Best of all, you can rely on the quality of our work. Our installers are fully licensed and bonded. Do you know if the company that you currently use can promise that?

Do they have a quality assurance program, to ensure consistent quality work, every time?

House of Floors has a quality assurance program to ensure we meet or exceed quality assurance standards. Our installers are consistently evaluated on every aspect of their work, from their appearance, to timeliness and quality of installation. If you choose House of Floors, you can rely on the quality of our work to be done right the first time... every time.

Environmental Responsibility

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

It is up to all of us to ensure we minimize our environmental impact as much as possible so that future generations have the opportunity to enjoy it as we have. We are doing our part with an industry changing initiative to provide "cradle to cradle" solutions for your flooring needs. By partnering with Shaw Industries we can not only provide materials that are environmentally friendly and will never find their way into a landfill, but we will also make sure that the carpet from your property will also be recycled back into carpet.

Our "Eco" line of carpet provides your company with a way to control environmental impact, while still garnering competitive pricing and uncompromised service. To learn more about our "cradle to cradle" philosophy look us up at www.houseoffloors.com.



We can appreciate competition in our industry, and understand that you have a choice in which company you decide to use, so whether you are looking for the best Customer Service, Coverage Area and Turnaround Time, Quality, or the most Environmentally Responsible company, you will find everything you are looking for when you do business with House of Floors! For further information, contact us today or look us up online at:

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Overcoming the Fear of Police

45.3 million people in the United States are legal immigrants and 25% of them live in Florida. If you moved to a new country, what would you do if you knew only a few words of the language and even less of their new country's laws and customs? You would probably first ask your friends, who often wouldn't know the right answers. Then you might make several attempts to do something and then perhaps give up entirely. New immigrants are trying to adapt to life here and struggle every day to fit in.

Sometimes, immigrant community residents view local law enforcement as deportation agents making them reluctant to report crimes and assist in

investigations. The fear of deportation for them or their family members often silences them from reporting abuses, making it difficult for police to effectively do their jobs.

One survey of immigrants noted that the most commonly mentioned reason for not reporting a crime was the language barrier (47 percent), followed by cultural differences (22 percent), and a lack of understanding of the U.S. criminal justice system (15 percent).

Beginning in the 1980s, police agencies across the country began to embrace a policing strategy known as community oriented policing. The

success of community policing hinged upon the development of trust between community residents and law enforcement officials. For communities with significant immigrant populations, building trust means getting immigrants to know that if they are victimized by crime or if they witness a crime, they can approach the police and not fear immigration related consequences.

As police departments around the country embraced community policing, crime rates dropped substantially. Between 1993 and 2005, violent crime rates fell 57 percent for the general population, and 55 percent for the Latino population. The downward trend was attributed by many state and local police agencies, in part, to community policing strategies.

Many immigrants have suffered physical harm and emotional stress because of abusive treatment in their old country. It is important that they understand that police, fire fighters and others are there to help them when needed.

If you have a neighborhood watch group at your community, invite your new residents to attend and participate in the program.

Take the time when your new residents move in to make sure they know how to contact the proper law enforcement agency and how to dial 911, reach fire and poison control in case of an emergency. The more we all work together the easier it will be for our immigrant residents to adjust and become part of their new home. •

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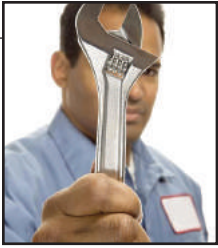


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When Lightning Strikes

Summer brings thunderstorms and lightning. Make sure your team pays attention to the weather conditions and be prepared to take cover. Thunderstorms are violent and lightning dangerous. Be aware and careful.

WHAT IS LIGHTNING?

Lightning is a giant spark of electricity in the atmosphere between clouds, the air, or the ground. Air acts as an insulator between the positive and negative charges in the cloud and between the cloud and the ground. When the opposite charges build up enough, the air breaks down and there is a rapid discharge of electricity that is lightning.

Is it possible to have thunder without lightning? No, thunder is a direct result of lightning. It is possible that you might see lightning and not hear the thunder because it was too far away. Sometimes this is called “heat lightning.” Thunderstorms always have lightning, but you can have lightning without a thunderstorm.

WHAT IS A “BOLT FROM THE BLUE?”

A “Bolt from the Blue” is a cloud to ground flash. These lightning flashes have been documented more than 25 miles away from the thunderstorm cloud. They can be especially dangerous because they appear to come from a clear blue sky.

In general, the highest frequency of cloud to ground lightning is in Florida between Tampa and Orlando. This is due to the presence, of a large moisture content in the atmosphere at low levels as well as high surface temperatures that produce strong sea breezes along the coast.

LIGHTNING MYTHS AND FACTS

MYTH: If you're caught outside during a thunderstorm, crouch down to reduce your risk of being struck.

FACT: Crouching doesn't make you any safer outdoors. Run to a substantial building. You are NOT safe anywhere outdoors.

MYTH: Lightning never strikes the same place twice.

FACT: Lightning often strikes the same place especially if it's a tall, pointy object. The Empire State Building is hit nearly 100 times a year.

MYTH: If it's not raining or there aren't clouds overhead, you're safe from lightning.

FACT: Lightning often strikes more than three miles from the center of the thunderstorm, far outside the rain or thunderstorm cloud. “Bolts from the blue” can strike 10 15 miles from the thunderstorm.

MYTH: Rubber tires on a car protect you from lightning by insulating you from the ground.

FACT: Most cars are safe from lightning, but it is the metal roof and metal sides that protect you, NOT the rubber tires. When lightning strikes a vehicle, it goes through the metal frame into the ground.

MYTH: A lightning victim is electrified. If you touch them, you'll be electrocuted.

FACT: The human body does not store electricity. It is perfectly safe to touch a lightning victim to give them first aid. This is the most chilling of lightning Myths. Imagine if someone died because people were afraid to give CPR!

MYTH: If outside in a thunderstorm, you should seek shelter under a tree to stay dry.

FACT: Being underneath a tree is the second leading cause of lightning casualties. Better to get wet than fried!

Excerpted with thanks from www.NOAA.gov •

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5 Reasons to Resuscitate the Pen and Paper

When was the last time you received a handwritten letter in your mailbox? Today's typical home receives a personal letter about every seven weeks. According to the U.S. Postal Service the striking decline in letter writing is "primarily driven by the adoption of the Internet as a preferred method of communication." But unlike e communications, handwritten notes are unique because they are capable of engaging people on a deeper level than other forms of communication.

They can differentiate your company from others by positioning you as a thoughtful and appreciative organization that takes the time to go the extra mile. It's a little thing that can make a big difference in customer experience.

So, why is the pen dead in our industry? In the 2015 EPMS follow up study of more than 44,000 completed leasing shops, only 5.4% of leasing professionals put their pen to paper, 31.6% chose the telephone, 33.2% selected email, and 45.5% simply did not conduct any follow up with the prospect. Why is the handwritten note method so low? During a recent training session we asked a group of employees, "Why don't you send handwritten thank

you cards?" Their consensus was clear – time – it takes too much time and email is quicker. If email takes less than a minute from start to finish and the handwritten note takes three minutes, is the difference worth gaining a more loyal customer? Of course!

HERE ARE 5 REASONS:

1. It's Personal. There's something very personal and satisfying when you open an envelope and find a hand scripted note. It packs more punch than the thank you that shows up on the screen. It speaks to the fact that customers who feel they are treated as individuals are more satisfied with their experience and more inclined to remain loyal. Loyal customers buy more, purchase more often, cost less to serve, and have higher retention rates.

2. It's a Lost Art. Technology has actually made the handwritten note somewhat of a lost art, allowing it to have an even larger impact today than it would have in years past.

3. It Speaks Service. Thank you notes serve as an element within customer service that show you are willing to go that extra mile for customers. Customer experiences that evoke positive emotions

always win.

4. It's a Differentiator. In an increasingly impersonal digital world, sending a thank you card in the mail is a great way to distinguish yourself and your company from the rest and connect with customers in a meaningful way.

5. It is Rare. Handwritten thank you notes radiate personality. Your recipients of a pen and paper thank you note will know that time and consideration was taken. Pair that with how rare handwritten thank you notes are today, and you've got a recipe for success.

In this fast paced digital world, people gravitate toward things that warm their heart. Your product and service may be wonderful, but you have to set yourself apart from the other communities just like yours. To your customers, you are only as good as their last transaction with you. A personalized thank you note just might make the difference between a "thanks for your help" and "when can we move in?" Give your customers something that they can't find anywhere else.

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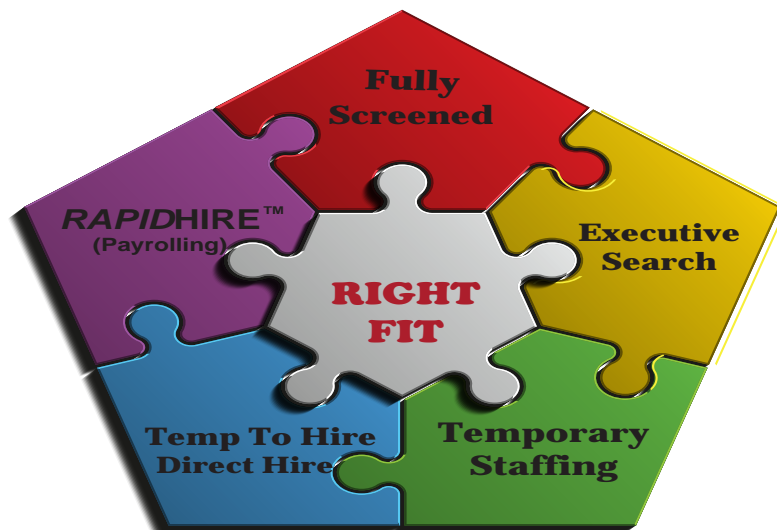


*"I have been extremely satisfied over the years, and comfortable in knowing the work would be done properly...They enjoy a reputation of honesty and integrity."
Bruce Keene, President/Franklin Street Management Services*



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Visit us at www.TheLibertyGroup.com

NATIONAL SAFETY MONTH

2016

Safety is no accident. It's a choice we need to make each and every day. We all face a variety of risks throughout our lives. When we keep safety top of mind, we are all empowered to make safe decisions for ourselves and those we care about.

Every worker deserves to make it safely home from work — every day. For more than 100 years, the National Safety Council has been a leader in workplace safety. No matter the company size or industry, from construction sites to office buildings, employers who show they care about the safety of their employees see improved morale, increased productivity, lower costs and, most importantly, fewer injuries.

Injuries are a leading cause of disability for people of all ages — and they are the leading cause of death for Americans ages 1 to 44. But there are many things people can do to stay safe and prevent injuries. Spread the word about ways to reduce the risk of injuries. Encourage everyone to identify and report safety hazards.

This June, we encourage you to learn more about important safety issues that impact both our work and home lives. Prescription painkiller abuse, (on and off the job), transportation safety, and slips, trips, and falls are three areas of major concern during 2016 National Safety Month.

On the job, employers are urged to provide the following safety training skills year round to save lives:

- Workplace Training
- First Aid Training
- Defensive Driver Training

There are many resources that you can use in putting together or updating a training program that is tailored for your specific needs. Many are available at no cost or an affordable fee. Take advantage of BAAA's suppliers and speakers who will share industry knowledge with you. Many insurance companies provide a variety of safety classes along with OSHA and local law enforcement.

The Bureau of Labor Statistics on April 21, 2016, finalized its data on worker fatalities for 2014. The U.S. workplace fatality rate increased for the first time since 2010, and the total number of on the job deaths was the highest since 2008. According to the BLS 2014 Census of Fatal Occupational Injuries, 4,821 people died while doing their

jobs. More than 25% were construction and transportation deaths. Each one of these deaths was 100% preventable.

BUSINESS

Businesses can do much to prepare for the impact of the many hazards they face in today's world including natural hazards like floods, hurricanes, tornadoes, earthquakes and widespread serious illness such as the H1N1 flu virus pandemic. Human caused hazards include accidents, acts of violence by people and acts of terrorism. Examples of technology related hazards are the failure or malfunction of systems, equipment or software.

Take the time during National Safety Month to review your business emergency preparedness plan, check the steps below to make sure your plan is operational and up to date.

BUSINESS EMERGENCY PREPAREDNESS PLAN REVIEW

- Look for changes or new regulations or alterations to the plan
- Note any new hazards or risks that need to be included
- Look for ways to prevent known hazards and reduce risks
- Review current staffing resources and update changes
- Update your priority supplier list
- Review the procedures for communicating with frightened residents



- Update all emergency response information and contacts
- Check out all crisis communications tools
- Verify that all data and information technology is secure
- Conduct on going team safety training
- Review all “must have” emergency documents
- Test your plan often with different scenarios
- Review as a team the plan and how it should work

First responders will be able to help everyone during disasters. Emergency responders do a great job keeping people safe, but they can't do it alone. It may also be several days before they can reach your area. Being prepared for disasters is a shared responsibility that will take the entire team working together to effectively prepare for, respond to, and recover from disasters and emergencies.

Planning ahead can help keep you, your family and your “work family” safe if there's an emergency, like a natural or man made disaster. Emergencies can happen at any time, so it's important to make sure you are ready. Here's what you can do:

- Have an emergency supply kit
- Make a family emergency plan
- Learn what to do in different types of emergencies
- Make a family plan

EMERGENCY SUPPLY KIT

Gather supplies like water, medicines, and blankets. You won't have time to search or shop for these supplies during an emergency, so put your kit together now. Make sure your kit includes:

- Water for at least 3 days. You'll need at least 1 gallon of water a day for each person. Don't forget water for your pets, too!
- Food for at least 3 days. Choose foods that don't need to be kept cold

and that you don't need to cook — like energy bars, peanut butter, crackers, and canned fruit. Don't forget a can opener!

- Prescription medicine that you take every day, like heart or diabetes medicine.
- A first aid kit to treat cuts, burns, and other basic injuries. Find out what to put in your family's first aid kit. (You can also buy first aid kits at many stores.)
- A battery powered radio with extra batteries or a hand crank radio
- A flashlight and extra batteries
- A whistle to call for help

Keep your emergency supplies together in a backpack, bag, or easy to carry container. Use a waterproof container if possible. Store your supplies in a place that's easy to reach.

Information for this article provided by www.nsc.org and www.dol.gov •



Continuing Education

These are just some of the classes offered by MSH

- Maintenance for Managers
- HVAC Repair Classes
- Electrical Wiring Class
- Furnace Class
- Plumbing Class
- Appliance Repair Class
- Water Heater Class

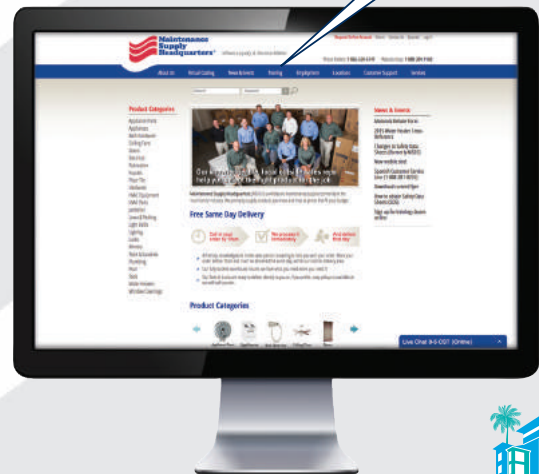
We also offer certification classes for EPA and Certified Pool Operator*

*These classes include fees



Visit us at booth 43P at the BAAA Trade Show

Register online at supplyHQ.com



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TRADE SHOW PHOTOS



TRADE SHOW PHOTOS



TRADE SHOW PHOTOS



TRADE SHOW PHOTOS



TRADE SHOW PHOTOS



TRADE SHOW PHOTOS



Cheeseburger in Paradise

AUCTION

July 28, 2016



Guest Host Catherine Maloney seems like a typical hard working mom — except this mom sees teachable moments in the show *Snapped*, has won the “Biggest Jerk” Comedy Contest and entertains clubs and colleges around the country with her sharp, stand-up comedy.

A New York native, Maloney finds sarcastic humor in everyday topics like financial struggles, raising children, relationships — both hers and yours. Anyone in the crowd is fair game, and she enjoys interacting with each audience to create hilarious, unscripted moments along the way.

Maloney has worked with popular Comedy Stars like Tom Cotter, Colin Quinn, Kevin Nealon, Gary Owen, Tom Green, and has built a reputation as a crowd-pleaser in her own right by delivering bold, unapologetic humor to audiences around the country.

Bid on a BAAA Cruise!



Egypt Shriners Activities Building

4050 Dana Shores Dr

Tampa, FL 33634

Registration/Item Viewing at 5:30 pm

Pre Registered: \$45 Members, \$55 Non-Members

Walk Ins: \$55 Members, \$65 Non-Members

NO WAITING IN LINE AT THE BAR!

Drink Tickets available for pre-purchase with Table-to-Table Service. Beer, Wine & Well Drinks \$4 and Call \$5. Indicate the number of tickets on the registration form.



Donate

I/We wish to donate an item for the BAAA Auction.

Item: _____

Detailed Description: _____

The value of this item is \$ _____

We will bring item to the BAAA offices.

I/We pledge \$ _____ for an Individual Auction Item.

Please invoice me.

My check is enclosed, made payable to BAAA.

Company/Community Name:

Address: _____

City/State/Zip: _____

Phone: (____) _____

Fax: (____) _____

E-mail: _____

Contact Name: _____

Donation Ideas: Jewelry • Designer Fashion Accessories

High-end Homeware/Accessories/Decorations

Group Beer/Wine Tastings • Restaurant Certificates

Weekend Get-away Packages • Cruise Packages

Sports Game Tickets • Electronics/TVs/Cameras/Phones

Spa/Massage/Salon Packages • Themed Baskets

Multifamily Industry Services • Theme Park Passes

Paddle Board/Canoe/Sailing Rentals

Car Wash/Detail/Maintenance Certificates

Yoga/Gym Memberships • Autographed Memorabilia



Reserve

Company/Community Name:

Address: _____

City/State/Zip: _____

Phone: (____) _____

Fax: (____) _____

E-mail: _____

Attendees: _____

I have special needs, please call me at the number above.

_____ Number of drink tickets I would like to purchase @ \$4each or \$5 each

**RETURN DONATION FORM BY 7/18/16
RETURN RESERVATION FORM BY 7/26/16 TO:
BAY AREA APARTMENT ASSOCIATION
19031 N DALE MABRY HWY
LUTZ, FL 33548
OR FAX TO: (813) 884-0326**

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

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.

A portion of the proceeds benefit BAAA Education Events.

Visit www.BAAAHQ.org



GOLF OUTING

THURSDAY | AUGUST 18, 2016



TOPGOLF®

Topgolf | 10690 Palm River Road | Tampa, FL 33619

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

\$130 Per Player Members • \$155 Per Player Non-Members

Includes: Golf, Prizes for 1st Place, Open Bar, Gourmet Lunch and Awards Presentation



Regular Bay



Sofa Upgrade \$50

Golf skills are NOT REQUIRED to have fun!

**Anyone can play Topgolf!
If you can make contact with the ball,
chances are you'll score points!**

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NETWORKS



CORPORATE SPONSOR

REGISTRATION FORM

BAAA Golf Outing • August 18, 2016

1. Primary Golfer's Name _____

Company/Property _____

Address _____ City/St/Zip _____

Phone _____ E-mail _____

2. Player Name _____

Company/Property _____

Phone _____ E-mail _____

3. Player Name _____

Company/Property _____

Phone _____ E-mail _____

4. Player Name _____

Company/Property _____

Phone _____ E-mail _____

5. Player Name _____

Company/Property _____

Phone _____ E-mail _____

6. Player Name _____

Company/Property _____

Phone _____ E-mail _____

Please check all that apply:

- Primary Golfer will be paying for the Bay
- Players will pay separately
- Member/Player: \$130 or \$120 Early Bird by 6/30
- Non-Member/Player: \$155 or \$145 Early Bird by 6/30
- Bay Only: Golf for 6: \$775 or \$750 Early Bird by 6/30
- Bay Package: Golf for 6 & 6 Super Packages: \$875 or \$850 Early Bird by 6/30 (Must be billed to primary golfer)
- \$35 Super Package: 2 Mulligans, 6 Raffle Tickets (Included in Bay Package)
- \$100 Spectator per person (No Golf)
(Includes open bar, lunch 1pm to 2:30pm, unlimited soda, tea & water)
- I have special needs, please contact me.

Spectator Name _____

Company/Property _____

Address _____ City/St/Zip _____

Phone _____ E-mail _____

SPONSORSHIP FORM

Company Name _____

Address _____

City/State/Zip _____

Contact _____

Phone _____

E-mail _____

I WANT TO SPONSOR:

- Corporate Sponsorship** **\$2,500**
Includes \$875 Bay Package, Bay Sponsorship, Signage, Publicity and Name on Major Sponsor Banner
- Awards Reception** **(3) \$500**
Recognition during the Reception
- Practice Balls** **(1) \$450**
Logo on the monitors for the whole practice period
- Beverage** **(1) \$750**
*Recognition Signage at Both Bars
Sponsor may provide logoed, plastic cups*
- Souvenir Photo Jackets** **\$500**
- Concierge** **\$300**
Serve/Assist Golfer during Outing

SPONSORSHIPS ABOVE INCLUDE:

One attendee from your company with the opportunity to network during the entire event. 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** **\$250**
Sponsor Tent Card on Tables
- Door Prize:** _____

Cancellations received after 8/10/16 will be charged a \$75 cancellation fee per player. Non-cancelled reservations and no shows will be billed.

www.BAAHQ.org

REGISTRATION DEADLINE IS 8/10/16 | SPONSORSHIP DEADLINE IS 8/5/16
MAKE CHECKS PAYABLE AND RETURN FORM TO:
Bay Area Apartment Association | 19031 N. Dale Mabry Hwy. | Lutz, FL 33548
E-mail: staff@baahq.org | Fax: (813) 884-0326 | Phone: (813) 882-0222

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KEYNOTE SPEAKERS



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"Wild" Guide to Leadership and Teamwork

Register online at faahq.org/annual-conference.html

Early bird deadline: Tuesday, July 26

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FEATURED SPEAKERS INCLUDE:



Kate Good



Don Sanders



Pete Regules



Amy Kosnikowski-Dilisio



Desiree Starr

Don't miss these educational sessions and more:

Doing Well by Doing Good

Learn how your company can benefit by embracing corporate social responsibility.

Election Year Insights from D.C. and Tallahassee

Learn what happened during the 2016 legislative sessions and what to expect in November.

Numbers Talk, But What Are They Saying?

Three leading market research firms share their latest data and insights for the future.

The Power of Close: Sales Strategies

Learn the ABCs of effective leasing through attention to detail and a team approach.

THE MASTERS SESSIONS

Exclusive networking and peer exchange opportunity for senior executives

NEW THIS YEAR

APAC All Hands on Deck Yacht Party

Legislative Platform Meeting

Nan Cavarretta Memorial Scholarship Fund Wine Tasting

EDUCATION & EVENTS

JUNE 15
YOUNG PROFESSIONALS COMMITTEE MEETING
8:45 to 10:00am - Location to be determined

JUNE 21
Back by Popular Demand!
EDUCATION SEMINAR: HVAC INDUSTRY CHANGES
8:30am to 3:00pm
(NEW) Trane Supply, 4720 E Adamo Dr, Tampa, FL 33605
Members \$39, Non-Members \$49 (Includes Lunch)

The U.S. HVAC industry is currently undergoing a period of unprecedented change – technological innovation in building design and energy conservation – are altering the market. Come hear the most recent updates in these changes including troubleshooting, diagnostic and repair, along with solutions to some of the new requirements.

JUNE 23
THIRD ANNUAL BUSINESS EXCHANGE
5:30 to 8:00pm

Raymond James Stadium, 4201 N Dale Mabry Hwy, Tampa, FL 33607
You are invited to attend Florida's largest apartment Business Exchange! We welcome the Bay Area Apartment Association's Associate Members to enjoy an exclusive "Meet & Greet" with Property Management VIP's.

NEW THIS YEAR: Exclusive Power Hour from 6:00-7:00pm, limited to the first 15 Associate Member Companies.

SCHEDULE

4:00 - 5:30pm: Setup for Management
6:00 - 7:00pm: VIP Power Hour
7:00 - 8:30pm: General Admission & Networking
8:30 - 9:00pm: Tear Down

PRICES

General Admission: \$95 per Associate Member
Power Hour (Limited to first 15 Associate Member Companies):
\$175 per Associate Company (Includes 2 Reps)

FREE EVENT FOR MANAGEMENT

You can earn a free \$50 BAAA Education Voucher by

- (1) Setting up your table on time,
- (2) Bringing one Regional and/or VP personnel, and
- (3) Staying until the end of the event.

- Meet New Associate Members
- New Product Knowledge
- Support BAAA Associate Members!
- Management Companies: FREE!

JUNE 30
BAAA BOARD OF DIRECTORS MEETING
4:30 to 6:00pm
Tampa Housing Authority
5201 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.

JULY 12
ASSOCIATES COUNCIL BREAKFAST
Registration: 8:30am
Breakfast Meeting: 9:00 to 10:30am
Rusty Pelican
2425 N Rocky Point Dr
Tampa, FL 33607
Members \$40/Non-Members \$50

Associate members...you are invited to breakfast in July! You are invited to the Associates Breakfast. There will be a recap of the Trade Show (May 19) and the Business Exchange (June 23). BAAA's Executive Committee has been invited to join the Associate's Council for this meeting to network and share ideas.

During the breakfast several BAAA Regional VPs and Senior Property Managers will be on hand to share tips on the many ways Associate members can get the most out of their BAAA membership.

JULY 20
YOUNG PROFESSIONALS COMMITTEE MEETING
8:45 to 10:00am
Reed at ENCORE
1240 Ray Charles Blvd
Tampa, FL 33602

JULY 28
EPA CERTIFICATION
CLASS

8:30am to 4:00pm
 Trane Supply
 4720 E Adamo Dr
 Tampa, FL 33605
Members \$99, Non-Members \$159
Includes AM Coffee and Lunch

The Federal Clean Air Act, Section 608, requires that persons who service air conditioning and refrigeration systems containing certain regulated refrigerants be certified under an approved Federal Environmental Protection Agency (EPA) approved course. Through the ESCO Institute, Chadwell supply is able to offer this Universal Certification. Only certified technicians may purchase any regulated refrigerants or pre-charged part with a regulated refrigerant from Chadwell Supply or other HVAC suppliers.

AUGUST 28
CHEESEBURGER IN PARADISE AUCTION

Registration/Item Viewing at 5:30pm
Pre Registered: \$45 Members, \$55 Non-Members
Walk Ins: \$55 Members, \$65 Non-Members
 Egypt Shriners Activities Building
 4050 Dana Shores Dr, Tampa, FL 33634

Don't miss out on one of the most popular events of the year. Guest host Catherine Maloney will help you look for 'good' buys on get-away weekends, electronics, 'me' items and a variety of unique and interesting concerts and events. Please note that all donated items must be received at either the BAAA Offices or a drop-off location before the day of the Auction. Items are no longer allowed to be brought to the Auction the day of the event.

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

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\$150.00 Digital Format
\$170.00 Print Format

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www.baaahq.org

BAAA RESERVATION FORM

NAME & DATE OF EVENT _____

COMPANY/COMMUNITY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

E-MAIL _____

ATTENDEE(S): _____

I have special needs, please call me at the number above.

MAIL OR FAX FORM TO:
BAAA • 19031 N DALE MABRY HWY • LUTZ, FL 33548
FAX: (813) 884-0326 • PHONE: (813) 882-0222/1-800-344-9373

Reservation and cancellation deadlines are 48 hours prior to event. No-shows and non-cancelled reservations will be billed. All reservations not paid prior to event or at the event will be charged a \$5.00 invoice fee. All Certified courses must be prepaid and reservations and cancellations are accepted up to 7 days prior to the NAA course, after that, a \$100 cancellation fee is applied.

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		

JUNE

JUNE 15

Young Professionals Committee Meeting

8:45 to 10:00am, location to be determined

JUNE 21

Education Seminar: HVAC Industry Changes

8:30am to 3:00pm at Trane Supply

JUNE 23

Third Annual Business Exchange

5:30 to 8:00pm at Raymond James Stadium

JUNE 30

BAAA Board of Directors Meeting

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

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

The BAAA Offices will be closed

JULY 12

Associates Council Breakfast

8:30am to 10:30am at Rusty Pelican

JULY 20

Young Professionals Committee Meeting

8:45 to 10:00am at Reed at ENCORE

JULY 28

EPA Certification Class

8:30am to 4:00pm at Trane Supply

AUGUST 28

Cheeseburger in Paradise Auction

5:30pm at Egypt Shriners Activities Building

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

BAY AREA APARTMENT ASSOCIATION

BUSINESS



EXCHANGE

THURSDAY, JUNE 23, 2016

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- ▶ Meet New Associate Members
- ▶ New Product Knowledge
- ▶ Support BAAA Associate Members!
- ▶ Management Companies: FREE!

RAYMOND JAMES STADIUM

4201 North Dale Mabry Highway
Tampa, Florida 33607

REGISTER AT: www.BAAAHQ.ORG



BAAA
BAY AREA APARTMENT ASSOCIATION



We've Moved the Member Directory

BAAA cares about the environment and is working hard to re-use, recycle and reduce the amount of paper we process everyday. With that thought in mind, we have moved the member directory from the back of each months *Bayline* Magazine to the www.baaahq.org web-site where you can access it any time you need to reach out to any of our member firms. The "official" Associates Business Directory has been placed on the home page where you can use it 24/7 without the need to log in.

You will find a wealth of information there including company logo's, websites, e-mail and a separate phone book style category listing in alphabetical order.

To reach any of our communities, property management firms or owners all you need to do is log-in and then you can enter the name of the person or company you want to contact

If you haven't chosen a pass word or need to change your current password, the BAAA staff will be happy to assist you. Please call the BAAA office at 813-882-0222 or 800-344-9373 or e-mail BAAA at staff@baaahq.org.

The full directory will continue to be published in each quarterly print issue of *Bayline* Magazine.

ADVERTISERS

Answer Florida	6
Bath Fitter	7
Elite Painting & Waterproofing	15
Florida Department of Health Pinellas	13
House of Floors of Tampa	9
John McMillan, PA	10
Lifestyle Flooring, Inc.	2
Lindsey M. Porter, PA	36
Maintenance Supply Headquarters	17
Switch Electric	35
The Liberty Group	15
United Renovations Southeast	11

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

DIRECTORY UPDATE

Please check your listing carefully. If you find something that is not right, complete the form below and return it to us. Please use this form for ALL changes or corrections to *Bayline*.

Company/Property _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____ Page # _____

Comments: _____

FAX TO: (813) 884-0326
E-MAIL: STAFF@BAAAHQ.ORG
MAIL TO:
BAY AREA APARTMENT ASSOCIATION
19031 N. DALE MABRY HWY
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- 🌟 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

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Fax: 727.578.2097

E-mail: lporter@verizon.net

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St. Petersburg, FL 33742

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

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

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