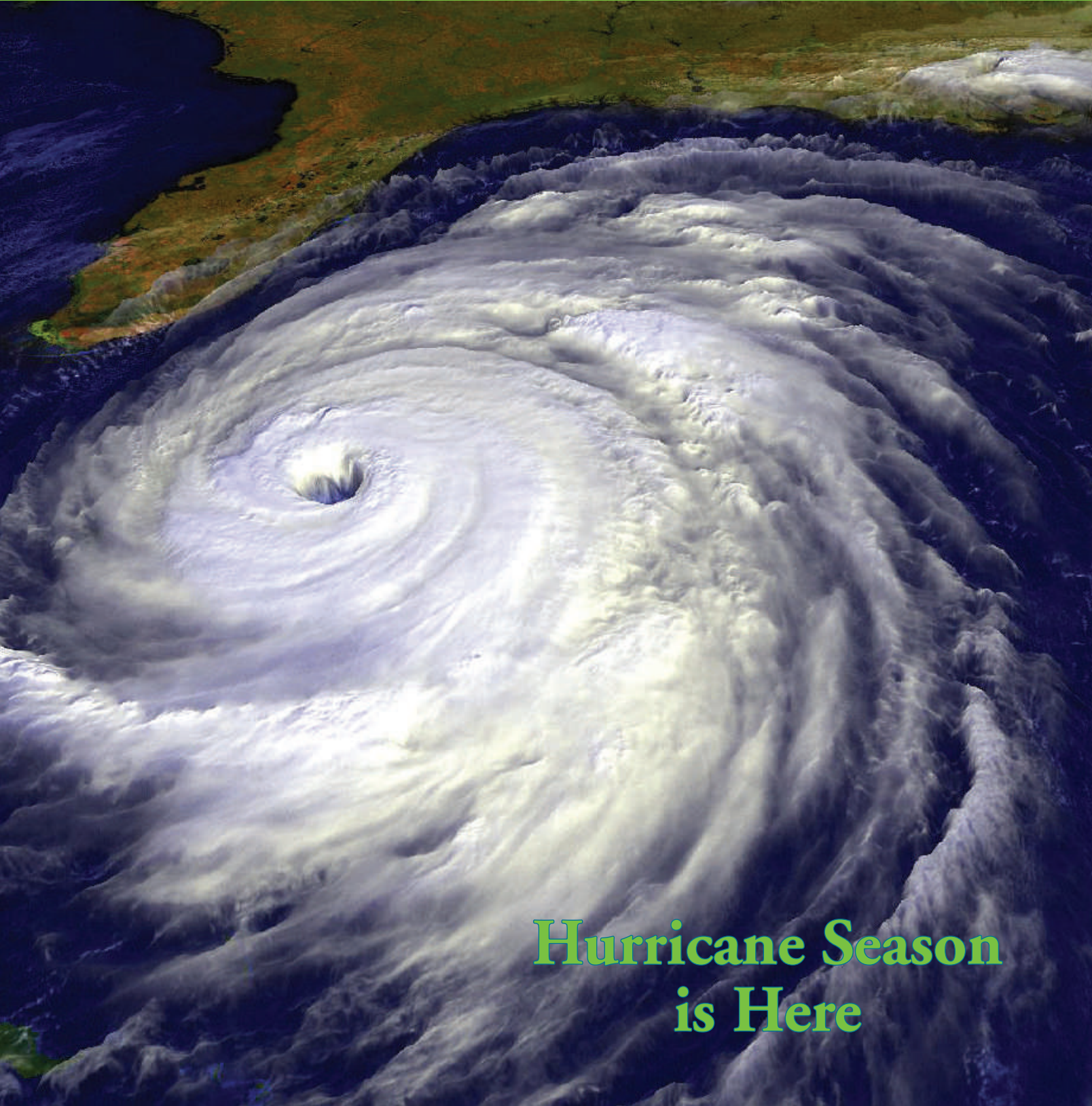


*The Bay Area Apartment Association Magazine*

# BAYLINE

*June 2017*



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

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

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

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

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# Remember Your Pets

Millions of Floridians have pets in their home. Owners of dogs, cats, birds, fish, reptiles, and other animals should develop a disaster plan for their pets. After all, emergencies do not only affect people, they affect our animal friends, too! Below are some guidelines to help you and your residents prepare their pets for emergencies. If you evacuate, never leave your pets behind. Make these arrangements well ahead of time, everyone will have the same idea, when the weather or emergency threatens.

A lot of times, people leave their pets at home when they evacuate for a disaster. This is not a good idea! Pets can get hurt and lost during disasters.



Owners should either take their pets with them or place them in a secure kennel. Have supplies and medical records for your pet.

Animals need food and water just like people do. Be sure to have pet food, bottled water, food dishes, and any medicines that your pet needs in your supply kit. Also, have all veterinary records for your animal on hand.

Check emergency shelters, hotels, and motels for pet policies. Some shelters, hotels, and motels do not allow owners to keep pets in their facilities. Be sure to locate several pet friendly places along your evacuation route. If you seek emergency shelter, place your pets in a secure kennel or go to a pet friendly shelter.

Finally, make sure your pet wears a collar and ID tag at all times with your cell number on it. •

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## The Power of Storytelling

Stories have been around for millennia. Ancient cultures used them to pass on traditions and wisdom to subsequent generations. Their influence has not waned, and stories still awaken a world of imagination, adventure and fantasy. Storytelling is no longer limited to the theater, movies, literature and television; today, organizations are rekindling this ancient art to provide exciting and engaging learning experiences.

More important than the story itself is the role of the storyteller, because the extent to which a story influences the listener depends on how well it is told. While storytelling is not rocket science, there is an art to it. Here are some storytelling best practices to improve your knowledge and understanding of your immigrant residents and to encourage them to embrace more of your culture in the process.

1. Use storytelling as a part of a the learning exchange. Storytelling can be the prime mode of communication along with photo's and small memento's.

2. Follow the traditional storytelling method. There is a common thread in all stories. They begin with an exposition that sets the stage and introduces the characters and a conflict (problem), followed by a series of events leading to the resolution (solution), and finally the outcome.

3. Include a learning objective. Without a learning objective, storytelling is merely a narration, with nothing to learn. Start with a business story, and then sneak in an objective that learners must accomplish.

4. Create mystery and suspense. Stories awaken our instinctive curiosity to

know how an event unfolds, a problem is solved, or steps are taken to complete a task successfully. Storytelling creates interest, anticipation and expectation that will in turn trigger engagement and participation in the audiences listening process. This leads to meaningful comprehension, greater retention and recall of the story details.

5. Make it count. Every story you tell must be relevant to learners and resonate with them. Adults learn only when information is aligned with and can provide a solution to, unanswered questions or information they are want to learn.

6. Don't make them wait. While mystery and suspense are an important part of storytelling, present the un- answered question or problem early in the story. Knowing the context will help the listener stay focused and gather the information and knowledge required to find the answer indirectly helping the listener accomplish the learning objective.

7. Use detailed imagery. Imagery adds an interesting dimension to an otherwise bland description. The more imagery the story uses, the easier it is for your audience to identify with the characters and the plot. In books, writers use visuals, colors and senses – auditory, tactile and kinesthetic imagery. You can use the same tools for storytelling n to paint a mental picture in your story.

It's important to remember that your goal in sharing your story is to encourage and entice your resident to share one of their stories with you. If you create stories that hit that sweet spot that touches your audience – then you can in turn listen to their story and at the end you can ask questions and share similar experiences to learn more of their culture and traditions in the process. Hopefully, everyone lives happily ever after when story time is done. •

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# Water Restrictions Update

The Southwest Florida Water Management District increased water restrictions throughout the region effective June 5, 2017 except where stricter measures have been imposed by local governments. The modified Phase III water shortage order affects BAAA members in Citrus, Hernando, Highlands, Hillsborough, Pasco, Pinellas, Polk and Sumter counties. Violating the new water restrictions can be costly, ranging from first time warnings and fines from \$100 to \$500 or higher including a court appearance /costs.

This area has a 11 inch water deficit since the start of the dry season last October. This is the driest dry season in the past 103 years. Under the new water shortage order, lawn watering is reduced to once per week and allowable watering hours also are reduced. Micro irrigation and hand watering of non lawn areas are still allowed any day, if needed. Additionally, there are now limits on car washing.

The restrictions will remain in effect through August 1, 2017. Some local governments, such as St. Petersburg and Dunedin, have local ordinances with special watering times. Always refer to your city or county regulations first. You can find the watering schedule for your community by checking your local city

or municipality website.

### CAR WASHING

Car washing is only allowed once a week. Car, truck and other mobile equipment washing may generally only occur on the allowable lawn watering day for the address at which the activity occurs. Low volume methods, such as a hose with a trigger nozzle, must be used.

### SPRINKLERS

Use of a sprinkler or sprinkler like device for recreational purposes is restricted to the watering day, watering times and horticulturally necessary amounts for the address involved.

### SWIMMING POOLS

- Pools and other non commercial recreational water uses have some limitations.
- Pools may be filled.
- Pools must be maintained to minimize the use of make up water (prompt repair of leaks, optimum scheduling of backwash filtration, screening or a cover to reduce evaporation, etc.).

### FOUNTAINS

- Fountains and other primarily aesthetic water features may be operated 8 hours a day.
- The time of day is set by each property (please post a sign with the

selected hours).

- There are several important exemptions from the 8 hour limit.
- Aeration of a storm water system, if necessary for water quality.
- Small features (catchment area of 100 gallons or less)
- Aeration for pet fish, such as in a koi pond
- Water circulation system for a swimming pool

### PRESSURE WASHING

- Annual pressure washing for aesthetic purposes is allowed.
- Pressure washing in preparation for painting, sealing or other necessary maintenance and as a construction practice is allowed.
- Pressure washing of driveways, sidewalks and other impervious surfaces is allowed only for necessary maintenance (such as to either maintain a warranty or remove mold, mildew and other potentially hazardous material) and as a construction practice (cleaning a surface prior to painting or sealing).

Everyone on-site and on the maintenance team needs to take these drought conditions seriously. Look for leaks and do everything possible to reduce water loss and excessive usage. We all benefit when we save this natural resource. •







House of Floors has been a family operated business since 1989. Over the past 22 years we have become a premier provider in the multi-family housing industry. House of Floors climb to market leadership is the result of our persistent focus on delivering service and honesty upon which we have built our company's reputation. We understand that in this challenging economy, you need a flooring company who you can trust to provide excellent quality, prompt service, and the most competitive and consistent pricing. We understand your needs and we can deliver!

**How May We Help You?** At House of Floors we believe "We are better because we care!" Unlike our competitors, House of Floors is one of the only flooring companies that can service the entire state of Florida. Our success can be directly attributed to the way we do business. We offer much more in the way of Service, Coverage Area and Turnaround Time, Quality, Peace of Mind, Competitive Consistent Pricing, and Environmental Responsibility.



### 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](http://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:

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

# National Safety Month

OSHA joins the National Safety Council, The Department of Labor and thousands of organizations across the country in recognizing June as National Safety Month. According to NSC, preventable deaths are at an all time high in America. In fact, more than 130,000 people die needlessly every year – one every four minutes. As part of an effort to emphasize the importance of safety both on and off the job, NSC's Keep Each Other Safe campaign emphasizes the importance of safety and health at work, on the roads, and in our homes and communities. There are multiple issues impacting the on-site team, not just the leasing and management office, but also the maintenance and support personnel who keep our communities running smoothly.

With the return of summer heat and humidity, the danger of heat exhaustion is very real and should be a priority for all those who are in and out of resident's apartments on service calls and in preparing make ready apartments for future residents.

Heat exhaustion can often affect you before you even realize it, so it's important to be know what to look for and be aware of the signs of heat stress. Let's start by talking about heat — where does the heat come from that causes our bodies to overheat?

- Working outdoors in hot and humid weather
- In the sun doing physical work

These are the early signs that you need to cool off, rest, and drink water to let your body recover. You should drink water every 15 minutes throughout the day. Take breaks as needed to stay hydrated. If you don't, take the time to get into cooler temperatures you could develop some of the more serious effects of heat exhaustion or if left untreated,

suffer heat stroke. Headache, dizziness, fainting, weakness and wet skin, along with irritability or confusion along with thirst and nausea may be present. Convulsions and seizures are possible.

If you or a co-worker isn't feeling better, don't wait seek medical attention.

Lifting and carrying objects is common for everyone who works at your community. It doesn't matter whether it's file box or a file cabinet. Knowing how to lift properly is essential to preventing workplace injuries. If performed improperly, lifting and carrying items can lead to injuries. The National Safety Council notes that manual handling of objects accounts for an estimated 25 percent of all occupational injuries. Common materials handling injuries include strains and sprains (specifically to the back), cuts, fractures, and bruises.

There are no "sure fire" rules that exist for safe lifting. Manual material handling is a complex combination of moving body segments, changing joint angles, tightening muscles and loading the spinal column. The National Safety Council recommends following a number of do's and don'ts pertaining to safe lifting practices.

## **DO:**

- Stay in good physical shape if lifting items is part of your job.
- Keep materials within easy reach and have handling aids around in case you need them.
- Make sure you have a good grip on the item you want to lift.
- Test the weight and balance of items before moving them. Too heavy? Ask a co worker for assistance.
- Keep the item you are lifting close to your body. Ensure your feet are close to the load, stand in a stable position with your feet pointed in the direction you're moving, and lift mostly by straightening your legs.

## **DON'T:**

- Twist your back or bend in a side-ways direction.
- Attempt to lift or lower an object if you're in an awkward position.
- Feel compelled to lift an item that is too heavy – get help instead.
- Lift or lower an object if your arms are extended.
- Continue to lift an item if you realize it's too heavy.
- Lift above your shoulders or below your knees.

Training for safe lifting can take time. NSC says that regular reinforcement of proper lifting techniques is critical, as people tend to revert back to previous bad lifting habits.

Another critical component of workplace safety is cell phone safety whether on the golf cart or in your car running a company errand. If you don't have a cell phone/text/distracted driving company policy, encourage your owner to adopt one that's reasonable for everyone. Statistic's continue to demonstrate that "hands free" cell phone use isn't any safer when you are driving. There are just too many distractions in the car with passengers, other drivers and the general lack of courtesy on today's roadways. If you need to make a call, pull off the road and park the car until you have finished. More and more insurance companies are mandating that employees have a cell phone policy and have cell phone safety training on file.

Is your workplace at risk of experiencing a violent incident? Probably not, you may believe. But consider the statistics: In 2013, 404 homicides occurred on the job, according to the 2016 edition of the National Safety Council chart book "Injury Facts." And, according to OSHA, roughly 2 million workers report having been victims of workplace violence each year. The

agency notes that many additional cases likely go unreported.

Workplace violence is an issue that safety professionals need to acknowledge and address. The potential for a violent incident exists across organizations of all sizes, in all industries and in all geographic locations.

The outcome can be deadly. In 2014, workplace homicides claimed the lives of 403 people in the United States, according to the Bureau of Labor Statistics Census of Fatal Occupational Injuries. Although that figure is considerably lower than the 677 workplace homicides that occurred in 2000, it still represents 8.6 percent of 4,679 on the job fatalities in 2014. Meanwhile, OSHA has stated that almost 2 million people report workplace violence every year, and many more cases likely go unreported.

In response, federal and state agencies have stepped up their efforts to help organizations implement and maintain effective workplace violence prevention programs. It is important for organizations to make workplace violence prevention a priority because workers are a company's most important asset and their safety is of the highest priority.

Where do you begin? How can you speak frankly without scaring workers? How can you increase awareness about the topic without fostering anxiety or animosity?

Marilyn Knight, CEO of Novi, Michigan Incident Management Team said the answer is simple: "Emphasize that the program is about keeping people safe."

Media reports often paint a false image of workplace violence, Knight claims. Headlines such as "Worker snaps" imply a lack of warning signs prior to the violent event. Rarely is that the case.

Minnesota OSHA offers more

than a dozen indicators that may point toward an increased risk in worker violence, including:

- Sudden, persistent complaining about unfair treatment
- Blaming others for problems
- Change in behavior or decline in job performance
- Stated hope for something bad to happen to supervisor or co worker
- Increase in absenteeism
- Refusal to accept criticism about work performance
- Inability to manage feelings and emotional outbursts – swearing or slamming doors

Dr. Steve Albrecht is a security consultant and threat assessment expert based in San Diego. Albrecht said a program viewed by workers as benevolent and caring can help cultivate a collective safety effort. "What I try to say to employees in training is, don't ignore your gut instincts," Albrecht said. "My belief is that the subject has evolved to become a mature workplace issue."

Experts say an effective workplace violence prevention program should include active shooter drills. Not unlike emergency drills for a fire or weather emergency, active shooter drills allow workers to practice what they would do if someone with a gun entered the facility.

Albrecht said workers should remember three simple words: Run, Hide, Fight. If able, workers should flee the building and bring as many colleagues as possible. Run to a safe location away

from the building and then call the police. If exits are blocked, seek shelter in an enclosed room and barricade the door shut. Finally, only as a last resort, be prepared to fight the shooter. Look for objects such as phones or laptops that may be used in self defense. If there's time, decide who will try to overtake the person and how it will take place.

"People really remember small things," Albrecht said. "That's why 911 works. That's why 'duck and cover' works for an earthquake; or 'stop, drop and roll' for a fire. Well, three things for this: 'Run, Hide, Fight.' That is the national protocol. That's what we're trying to get people to do."

"I don't want companies to over think it," Albrecht said. "I don't want to make them create scenarios where people are afraid to come to work, or afraid to participate, or afraid this is going to happen. Instead, you can say, 'Look, file this away: Get out of the building as safely as possible, barricade as safely as possible, or fight back.' Practice the drill without making it super dramatic."

"A lot of employers are reluctant to do a program because they're afraid that their workforce might think that there's something going on they don't know about," Marilyn Knight said. "But my experience has been, rather than being traumatized when a program is implemented, people feel empowered. They're like, 'Oh my gosh, my employer cares about me.'"

Employers don't have to create a work place violence program on their own. Experts recommend seeking the advice of a consultant or law enforcement officials and utilizing qualified instructors for the initial training.

*BAAA member firms may want to contact Education Director Debra DeSmidt and request a workplace violence workshop or seminar including legal input on handling workplace violence questions.*





Could you gather everything you need and leave your home or office in less than 15 minutes if you had to evacuate? In an emergency, you need to be ready to make it on your own. What should be in your disaster supply kit?

All your residents should be reminded to prepare each year for the possibility of an extreme heat or weather event, a tropical storm or hurricane impacts and encouraged to have an emergency plan. If your community is in an evacuation

zone, let your residents know the address and location of the nearest shelter. Make a list of emergency phone numbers. Be prepared to evacuate in case of wildfires, not just weather related incidents.

Consider sharing parts of this article with your residents. Definitely, make your team aware of many things you can

do to plan ahead in case an emergency happens at your community. The following pages offer a quick and easy way to review and refresh your memory about what needs to be done 'if and when' it's the Bay Area's turn to take cover.

When a storm threatens our area, stay informed by monitoring the latest forecasts and warnings from the National Weather Service, as well as information and advice from your local emergency management officials. The National Hurricane Center, together with your local National Weather Service forecast office, will issue Tropical Storm and Hurricane Watches and Warnings to help prepare for a storm. Watches are issued up to 48 hours in advance of the time damaging winds are possible within the specified area. Warnings are issued up to 36 hours prior to the time when damaging winds are expected. The best way to prevent a disaster from a severe weather event is to be prepared and to have a plan.

### TEMPERATURE EXTREMES AND WILDFIRES

Florida can experience a wide range of temperatures, from dangerously hot to dangerously cold, and it is important for everyone to stay safe during periods of temperature extremes.

When Florida's high humidity combines with warm temperatures, it may feel hotter outside than it really is. This is called the heat index. High heat index

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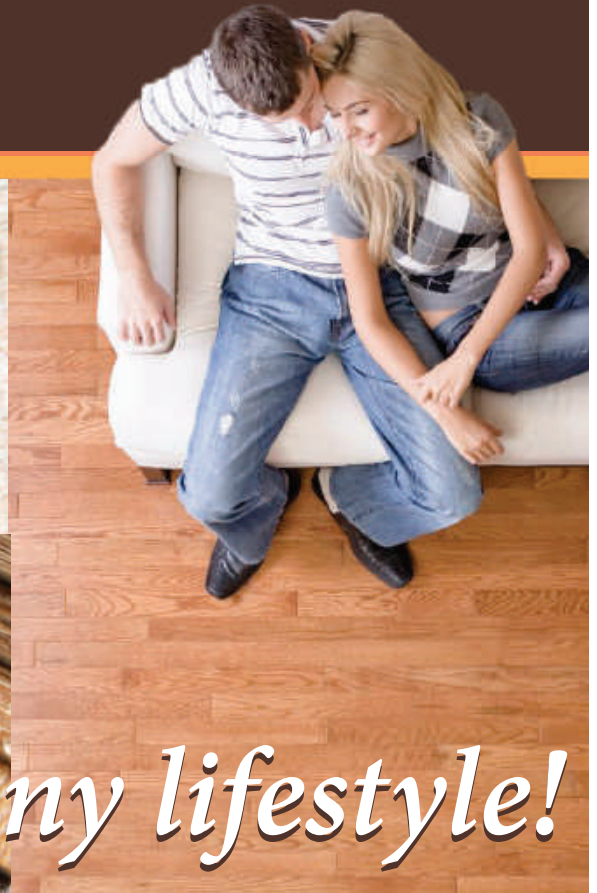
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*Continued on page 14.*



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

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*Disaster, from page 12.*

values limit the body's ability to cool through sweating. When the heat index exceeds 105 F, conditions can become dangerous for people and animals.

Sunstroke, heat cramps, heat exhaustion and heat stroke are all risks associated with high heat indices. The National Weather Service will issue heat advisories and warnings when the heat index is forecast to reach dangerous levels.

### **HOT WEATHER SAFETY**

- Wear lightweight, light colored clothing to help reflect heat and sunlight and help your body maintain its normal temperature.
- Drink plenty of water, even if you don't feel thirsty. People can become dehydrated without realizing it. Stay away from highly sugared or carbonated drinks.
- Protect your skin with sunscreen; also wear sunglasses and a hat or carry an umbrella to provide shade.
- Slow down and limit outdoor activities. Avoid outdoor events during the hottest part of the day (11am–5pm). Remain in air conditioned places to reduce your exposure to the heat.
- Check on elders, persons with disabilities, children and pets during periods of prolonged heat.



### **WILDFIRE SAFETY**

While wildfires can start at any time of the year, the state sees a peak of activity during the early, colder part of the year – beginning in January and continuing until early to mid June. A typical year in Florida will see over 4,600 fires burn nearly 110,000 acres of land.

Since 2002, more than two million acres of forest land have been burned by wildfires. While there are natural ways a wildfire can be ignited, most wildfires are started by humans. The most common causes of human started fires are arson and yard waste burns that get out of control. Fires can also be caused by discarding a cigarette that has not been fully extinguished. Other causes of wildfires include campfires and bonfires not properly extinguished or windy conditions that may take hot embers from the fire to another location. The stronger the wind and the drier the ground, the faster fires will spread.

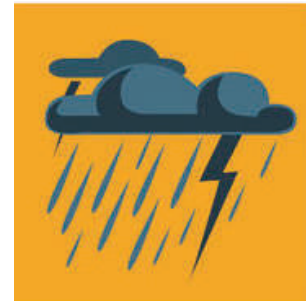
Fire Weather Watches and Red Flag Warnings are issued by the National Weather Service to alert people to hazardous weather conditions that may add to the wildfire danger. Wildfires can cause major environmental, social and economic damages. Prescribed fires are good fires that reduce the hazardous accumulations of brush to lower the risk of loss to homes, businesses, recreation areas and forests when wildfires occur. Prescribed fire also controls forest tree diseases and recycles nutrients in the soil.

Wildfires often begin unnoticed. They spread quickly, igniting grasses, trees and homes. Reduce your risk by preparing now before wildfire strikes. Decide what to do and where to go if wildfires threaten your area. Find out how you can promote and practice wildfire safety by going to [www.firewise.com](http://www.firewise.com) and [www.floridaforestservice.com/wildfire/information.html](http://www.floridaforestservice.com/wildfire/information.html).

### **Lightning**

With an average of 1.4 million cloud to ground lightning strikes each year, no other state in the country has more lightning than Florida. Because thunderstorm activity peaks in the summer, Florida often has the greatest number of fatalities and injuries from lightning each year in the United States. Thunder is a Product of Lightning. As lightning moves between the ground and thunderstorm, the air around the flash heats rapidly, to

temperatures as high as 50,000 F – hotter than the surface of the sun. This sudden heating creates expansion of the air around the lightning bolt, breaking the sound barrier and resulting in the explosive sound we know as thunder. Because sound travels much slower than light, thunder is heard after a flash of lightning.



### **LIGHTNING SAFETY**

As a storm approaches, many people may assume lightning is too far away to pose any danger, but it can travel as far as 10 miles from a thunderstorm. If you are close enough to the storm to hear thunder, then you are close enough to be struck by lightning. A darkening cloud is often the first sign that lightning may strike. As soon as you see lightning or hear thunder, move indoors quickly and stay away from windows, plumbing and electrical devices. If you are caught outside when lightning occurs, the most dangerous place to be is an open area. When a substantial building is not available and lightning is imminent, get into a hard topped vehicle, but remember to keep your hands and feet away from the side of the car, as well as the dashboard, steering wheel and windows. Outdoor water activities such as swimming, boating and fishing are also very dangerous during lightning. Be sure to head back to land as soon as bad weather threatens.

Most people struck by lightning are not killed, but suffer significant injuries. Remember that a lightning victim does not continue to carry an electrical charge and should begin receiving emergency medical care immediately.

### **THE 30 – 30 RULE**

When thunder roars, first go indoors!

Then use the 30 30 Rule to determine the threat of lightning in your area before going out again.

**30 Seconds:** Count the seconds between seeing lightning and hearing thunder. If the time is less than 30 seconds, lightning is still a potential threat. Seek shelter immediately.

**30 Minutes:** After hearing the last thunder, wait 30 minutes before leaving shelter. Many lightning deaths occur after the storm passes. Stay in a safe area until you are sure the threat has passed.

### DOWNBURSTS

Sometimes, strong thunderstorm wind gusts, often called downbursts, can produce as much damage as a tornado. Downbursts can snap trees, blow down signs and cause roof damage.

### WATERSPOUTS

A waterspout is a tornado over water. Florida waterspouts come in all shapes, sizes, and intensities. Waterspouts can form year round in Florida, during the peak summer months, as well as more intense waterspouts during the winter or spring months and within hurricane or tropical storm rain bands.

Waterspouts are quite common over the waters along the Florida Keys, the lagoons and rivers along the Florida Treasure Coast, and Tampa Bay. Waterspout winds can reach and exceed 40 90 mph, which is strong enough to swamp or capsize a small watercraft. All waterspouts pose a threat to boater safety, and should be avoided.

### THUNDERSTORMS

Thunderstorms are a frequent part of life in Florida. Thunderstorms occur in all seasons of the year, but they are more numerous during the summer. Florida has the greatest number of thunderstorms in the United States, occurring 75 to 105 days each year. Florida experiences more thunderstorms than other states because: (1) Florida is located close to large bodies of water that provide moisture; (2) Florida receives plenty of

sunlight, which warms the air near the ground; and, (3) Sea breeze boundaries can move onshore and provide a source of lift for the thunderstorms.

Thunderstorms can produce dangerous hazards such as lightning, tornadoes, hail, strong winds and heavy rain that can lead to flooding. A thunderstorm is considered “severe” when it produces winds in excess of 58 mph, hail that is one inch across or larger (the size of a U.S. quarter), or if it produces a tornado.

National Weather Service meteorologists use Doppler radar to track thunderstorm development, severity, and movement. “Severe Thunderstorm Warnings” are issued when a thunderstorm in the area is capable of causing damage and is a threat to life and property. Doppler radar also identifies the rotation inside a thunderstorm, which could be the beginning of a tornado.

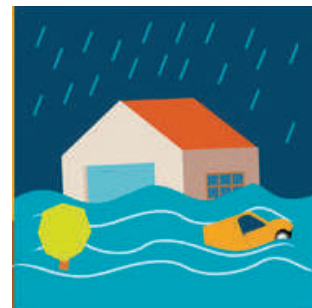


### TORNADOES

Tornadoes develop within very strong thunderstorms when rising air currents in a storm begin to rotate. If the rotation is strong enough and can last for a long enough period of time, a funnel cloud can drop from the clouds and touch ground. Some thunderstorms may produce several tornadoes. Tornadoes usually last only a few minutes, but often cause severe damage. The damage area of a tornado is usually narrow, but in its direct path winds can be as strong as 200 mph.

The National Weather Service will issue a Tornado Warning when a tornado has been either seen by a weather spotter or when Doppler radar indicates strong rotation inside a thunderstorm.

Most Florida tornadoes occur in the afternoon and early evening hours during the summer months of June, July and August. These tornadoes tend to be weaker in strength but can still produce damage. Stronger and more devastating tornadoes can occur in Florida mainly in the late winter and spring when strong cold fronts move through the state and provide the necessary conditions for tornadoes to form. Tornadoes have occurred in every month in Florida, even on Christmas Day. Tornadoes can also strike at any time of day. Many of Florida’s tornado related deaths occur during overnight hours. Since 1950, only three states – Texas, Kansas and Oklahoma – have reported more tornadoes than Florida. Florida also ranks fourth in damage caused by tornadoes.



### HURRICANES

During a typical year, several tropical storms and hurricanes will develop and move across the Atlantic Ocean, Gulf of Mexico, and Caribbean Sea. It takes only one of these storms to produce widespread impacts across a large area, and even storms that do not make landfall in Florida can bring hazards to the state.

The Atlantic hurricane season officially begins on June 1 and continues through November 30. Although the number of tropical storms and hurricanes typically peaks during August and September, it is important to remember that Florida can be impacted by tropical weather systems at any time during the six month long season, and sometimes outside of the official season.

Recent hurricane seasons remind us that impacts can occur well away from

*Continued on page 16.*

*Disasters, from page 15.*

the tropical cyclone center in the form of dangerous surf and rip currents. Tropical cyclones that move close to Florida will bring more direct impacts in the form of storm surge and coastal flooding, tornadoes, and freshwater flooding from heavy rain.

### STORM NAMES FOR 2017

Arlene  
Bret  
Cindy  
Don  
Emily  
Franklin  
Gert  
Harvey  
Irma  
Jose  
Katia  
Lee  
Maria  
Nate  
Ophelia  
Philippe  
Rina  
Sean  
Tammy  
Vince  
Whitney

The strongest hurricanes can have winds in excess of 155 miles per hour. Though a hurricane's winds typically weaken rapidly following landfall, Florida's flat terrain allows the stronger winds to survive longer inland than in other parts of the country.

Storm surge is the term used to describe the wall of water that is pushed toward the coast as a hurricane moves onshore. A major hurricane can produce a surge of 10 feet or more above the normal levels. This amount of water easily can flood coastal communities. Worldwide, approximately 90 percent of all deaths in hurricanes are drownings in either storm surge or rainfall flooding.

Freshwater flooding from torrential rains can produce a lot of damage, regardless of its intensity. Freshwater flooding may occur hundreds of miles away from the hurricane center, meaning that storms which do not make landfall in this state may still bring significant rainfall. All Florida residents and seasonal visitors should determine if they live within a low lying area at risk to flooding, regardless of their location in the state.

### FLOODING

Florida is vulnerable to flooding at any time of the year. Mostly surrounded by water, the abundant supply of moisture feeds the development of thunderstorms, which may produce heavy rains over a short period of time. When those

heavy rains occur, the ground may not be able to absorb all of the rainwater and flooding may result. Flood waters may sometimes remain in an area for days, weeks or even months.

Not all floods are alike. Some floods develop slowly, taking anywhere from a few hours to a few days to have an impact. Flash floods happen quickly, sometimes in a matter of minutes. Most flooding related deaths in the United States are due to people driving their cars into flooded areas. Moving water only as deep as a car's hubcaps can be enough to move the car off the road – it may only take 12 to 16 inches of water to cause a car to float. It is important to remember, "Turn around. Don't drown!"

### FREEZE DRIED FOOD

Fast Food isn't the only alternative to eating well when disaster strikes. More and more people are purchasing well prepared, tasty freeze dried meals that have extended shelf lives of up to 30 years! Once you purchase your emergency food supplies, if you don't need to use them, just put them back in your disaster supply kit until the next emergency looms. Long time favorites of campers, mountaineers and other outdoor enthusiasts, you can choose from a large selection of breakfasts, entrees and vegetables, including desserts. Check out these suppliers for more information.

#### Where to Buy Freeze Dried Food Meals:

Mountain House – [www.mountainhouse.com](http://www.mountainhouse.com)

Legacy Food – [www.legacyfoodstorage.com](http://www.legacyfoodstorage.com)

Emergency Essentials – [www.beprepared.com](http://www.beprepared.com)

Thrive Life Foods – [www.thrivelife.com](http://www.thrivelife.com)

Wise Food Company – [www.wisefoodstorage.com](http://www.wisefoodstorage.com)





# READY

## Prepare. Plan. Stay Informed.

From [www.ready.gov](http://www.ready.gov)

### BASIC DISASTER SUPPLIES KIT

A basic emergency supply kit could include the following recommended items:

- Water, one gallon of water per person per day for at least three days, for drinking and sanitation
- Food, at least a three-day supply of non-perishable food
- Battery-powered or hand crank radio and a NOAA Weather Radio with tone alert and extra batteries for both
- Flashlight and extra batteries
- First aid kit
- Whistle to signal for help
- Dust mask to help filter contaminated air and plastic sheeting and duct tape to shelter-in-place
- Moist towelettes, garbage bags and plastic ties for personal sanitation
- Wrench or pliers to turn off utilities
- Manual can opener for food
- Local maps
- Cell phone with chargers, inverter or solar charger

### ADDITIONAL ITEMS

Once you have gathered the supplies for a basic emergency kit, you may want to consider adding the following items:

- Prescription medications and glasses
- Infant formula and diapers
- Pet food and extra water for your pet
- Cash or traveler's checks and change
- Important family documents such as copies of insurance policies, identification and bank account records in a waterproof, portable container.
- Emergency reference material such as a first aid book or free information from this web site. (See Publications)
- Sleeping bag or warm blanket for each person. Consider additional bedding if you live in a cold-weather climate.
- Complete change of clothing including a long sleeved shirt, long pants and sturdy shoes. Consider additional clothing if you live in a cold-weather climate.
- Household chlorine bleach and medicine dropper – When diluted, nine parts water to one part bleach, bleach can be used as a disinfectant. Or in an emergency, you can use it to treat water by using 16 drops of regular household liquid bleach per gallon of water. Do not use scented, color safe or bleaches with added cleaners.
- Fire extinguisher
- Matches in a waterproof container
- Feminine supplies and personal hygiene items
- Mess kits, paper cups, plates, towels and plastic utensils
- Paper and pencil

- Books, games, puzzles or other activities for children

### FIRST AID KIT

In any emergency a family member or you yourself may suffer an injury. If you have these basic first aid supplies you are better prepared to help your loved ones when they are hurt. Knowing how to treat minor injuries can make a difference in an emergency. You may consider taking a first aid class, but simply having the following things can help you stop bleeding, prevent infection and assist in decontamination.

- Two pairs of Latex or other sterile gloves if you are allergic to Latex
- Sterile dressings to stop bleeding
- Cleansing agent/soap and antibiotic towelettes
- Antibiotic ointment
- Burn ointment
- Adhesive bandages in a variety of sizes
- Eye wash solution to flush the eyes or as general decontaminant
- Thermometer
- Prescription medications you take every day such as insulin, heart medicine and asthma inhalers. You should periodically rotate medicines to account for expiration dates.
- Prescribed medical supplies such as glucose and blood pressure monitoring equipment and supplies
- Non-prescription drugs: Aspirin or non-aspirin pain reliever, Anti-diarrhea medication, antacid, laxative
- Scissors
- Tweezers
- Tube of petroleum jelly or other lubricant

### FOR BABY

- Formula
- Diapers
- Bottles
- Powdered milk
- Medications
- Moist towelettes
- Diaper rash ointment

### FOR ADULTS

- Denture needs
- Contact lenses and supplies
- Extra eye glasses
- Ask your doctor about storing prescription medications such as heart and high blood pressure medication, insulin and other prescription drugs.

Think about your clothing and bedding supplies. Be sure to include one complete change of clothing and shoes per person.

## MAINTAINING YOUR KIT

Just as important as putting your supplies together is maintaining them so they are safe to use when needed. Here are some tips to keep your supplies ready and in good condition:

- Keep canned food in a cool, dry place.
- Store boxed food in tightly closed plastic or metal containers to protect from pests and to extend its shelf life.
- Throw out any canned good that becomes swollen, dented or corroded.
- Use foods before they go bad and replace them with fresh supplies.
- Place new items at the back of the storage area and older ones in the front.
- Change stored food and water supplies every six months. Be sure to write the date you store it on all containers.
- Re-think your needs every year and update your kit as your family's needs change.
- Keep items in airtight plastic bags and put your entire disaster supplies kit in one or two easy-to-carry containers, such as an unused trashcan, backpack or duffel bag.

## FOOD

Consider the following things when putting together your emergency food supplies:

- Store at least a three-day supply of non-perishable food.
- Choose foods your family will eat.
- Remember any special dietary needs.
- Avoid foods that will make you thirsty.
- Choose salt-free crackers, whole grain cereals and canned foods with high liquid content.

Following a disaster, there may be power outages that could last for several days. Stock canned foods, dry mixes and other staples that do not require refrigeration, cooking, water or special preparation. Be sure to include a manual can opener and eating utensils. The following items are suggested when selecting emergency food supplies. You may already have many of these on hand.

- Canned meats, fruits, vegetables and a can opener
- Protein or fruit bars
- Dry cereal or granola
- Peanut butter
- Dried fruit
- Nuts
- Crackers
- Canned juices
- Non-perishable pasteurized milk
- High energy foods
- Vitamins

- Food for infants
- Comfort/stress foods

## FOOD SAFETY & SANITATION

Flood, fire, natural disaster or the loss of power from high winds, snow or ice could jeopardize the safety of your food. Knowing what to do before and after an emergency can help you reduce your risk of illness and minimize the amount of food that may be lost due to spoilage.

Power outages can occur at any time of the year and it may take from a few hours to several days for electricity to be restored to residential areas. Without electricity or a cold source, food stored in refrigerators and freezers can become unsafe. Bacteria in food grow rapidly at temperatures between 40 and 140 °F, and if these foods are consumed, people can become very sick.

### Do:

- Keep food in covered containers.
- Keep cooking and eating utensils clean.
- Keep garbage in closed containers and dispose outside, burying garbage if necessary.
- Keep your hands clean by washing them frequently with soap and water that has been boiled or disinfected.
- Discard any food that has come into contact with contaminated floodwater.
- Discard any food that has been at room temperature for two hours or more.
- Discard any food that has an unusual odor, color or texture.
- Use ready-to-feed formula, if possible, for formula-fed infants. If using ready-to-feed formula is not possible, it is best to use bottled water to prepare powdered or concentrated formula. If bottled water is not available, use boiled water. Use treated water to prepare formula only if you do not have bottled or boiled water. Breastfed infants should continue breastfeeding.

### Don't:

- Eat foods from cans that are swollen, dented or corroded, even though the product may look safe to eat.
- Eat any food that looks or smells abnormal, even if the can looks normal.
- Let garbage accumulate inside, both for fire and sanitation reasons.

Thawed food usually can be eaten if it is still "refrigerator cold." It can be re-frozen if it still contains ice crystals. To be safe, remember: When in doubt, throw it out.

## COOKING

Alternative cooking sources in times of emergency including candle warmers, chafing dishes, fondue pots or a fireplace. Charcoal grills and camp stoves are for outdoor use only.

Commercially canned food may be eaten out of the can without warming.

#### **To heat food in a can:**

- Remove the label.
- Thoroughly wash and disinfect the can. (Use a diluted solution of one part bleach to ten parts water.)
- Open the can before heating.

### **MANAGING FOOD WITHOUT POWER**

#### **Be Prepared:**

- Have a refrigerator thermometer.
- Know where you can get dry ice.
- Keep a few days' worth of ready-to-eat foods on hand that do not require cooking or cooling.

#### **When the Power Goes Out:**

- Keep the refrigerator and freezer doors closed as much as possible.
- The refrigerator will keep food cold for about 4 hours if it is unopened.
- Refrigerators should be kept at 40° F or below for proper food storage.

#### **Once the Power is Restored:**

- Check the temperature inside the refrigerator and freezer.
- If an appliance thermometer was kept in the freezer, check the temperature when the power comes back on. If the freezer thermometer reads 40° F or below, the food is safe and may be refrozen. If a thermometer has not been kept in the freezer, check each package of food to determine its safety. You can't rely on appearance or odor. If the food still contains ice crystals or is 40° F or below, it is safe to refreeze or cook.
- Refrigerated food should be safe as long as the power was out for no more than 4 hours. Keep the door closed as much as possible.
- Discard any perishable food (such as meat, poultry, fish, eggs or leftovers) that has been above 40° F for two hours or more.

#### **Using Dry Ice:**

- Under normal circumstances you should not keep dry ice in your freezer. If your freezer is functioning properly it will cause the unit to become too cold and your freezer may shut off. However, if you lose power for an extended period of time, dry ice is the best way to keep things cold.
- Twenty-five pounds of dry ice will keep a 10-cubic-foot freezer below freezing for 3-4 days.
- If you use dry ice to keep your food cold, make sure it does not come in direct contact with the food.
- Use care when handling dry ice, wear dry, heavy gloves to avoid injury.

### **CAR SAFETY**

You can avoid many dangerous weather problems by planning ahead. Plan long trips carefully, listening to the radio or television for the latest weather forecasts and road conditions. If bad weather is forecast, drive only if absolutely necessary.

#### **Check or have a mechanic check the following items on your car:**

- Keep your gas tank full in case evacuation is needed.
- Do not drive through a flooded area. Six inches of water can cause a vehicle to lose control and possibly stall. A foot of water will float many cars.
- Be aware of areas where floodwaters have receded. Roads may have weakened and could collapse under the weight of a car.
- If a power line falls on your car you are at risk of electrical shock, stay inside until a trained person removes the wire.
- Ensure antifreeze levels are sufficient to avoid freezing/overheating.
- Battery and ignition system - should be in top condition and battery terminals should be clean.
- Brakes - check for wear and fluid levels.
- Exhaust system - check for leaks and crimped pipes and repair or replace as necessary. Carbon monoxide is deadly and usually gives no warning.
- Fuel and air filters - replace and keep water out of the system by using additives and maintaining a full tank of gas. A full tank will keep the fuel line from freezing.
- Heater and defroster - ensure they work properly.
- Lights and flashing hazard lights - check for serviceability.
- Oil - check for level and weight. Heavier oils congeal more at low temperatures and do not lubricate as well.
- Thermostat - ensure it works properly.
- Windshield wiper equipment - repair any problems and maintain proper washer fluid level.
- Install good tires - Make sure the tires have adequate tread. All-weather radials are usually adequate for most conditions.

If there is an explosion or other factor that makes it difficult to control the vehicle, pull over, stop the car and set the parking brake.

If the emergency could impact the physical stability of the roadway, avoid overpasses, bridges, power lines, signs and other hazards.

*Note: There is so much great information on the [www.ready.gov](http://www.ready.gov) site. Also check your local county sites for evacuation maps, shelters, and other important information.* •

# Young People Today

By Joanna Brandi

As I do frequently, I recently spoke at a meeting of top execs who are looking to create thriving companies. Once again (really?) the topic of managing Millennials came up, as it's done for at least a dozen years. I'm still hearing some of the same things now that I heard back when the "Gen Y's" entered the scene. Let's just say many of those things could be categorized as on the negative side.

Well, we're just about to welcome Gen Z's into the workplace so I thought I'd write a short list of the things I've observed from interacting with bright young people in a variety of different workplaces.

## Young people today ...

... Don't want to be managed, they want to be engaged and challenged.

... Value their time with family and friends and they want to have some control over their work and schedule so they can

spend time with them.

... Are bright, curious and talented. They work best when expectations are clear and they get feedback and direction.

... Want to know the 'big picture' and the part they play in making it happen. Yes, for them it's about the WHY.

... Blossom when they get to play to their strengths and feel supported

... Like to make a contribution, which is different than having a goal

... Like understanding more about themselves and how they can grow

... Need appreciation, acknowledgment and recognition regularly

... Want work to be enjoyable and even fun

... Are the future!

Human beings tend to move in the direction of what they talk about. So, leader, let's stop talking about "what's wrong" with "these kids today" and start talking about what's right.

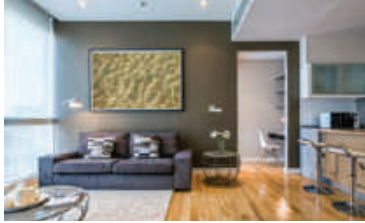
If you're on my list I know you care about creating great customer experiences and nourishing the kind of culture that promotes them. I encourage you to make your own "What's right" list.

Take a deep breath and jot down what your positive observations have been as Gen Y's take a step up and Gen Z's become the newest members of the workplace.

Then hit "return" on this email and share your thoughts with me.

*Excerpted with thanks from [www.joanna@returnonhappiness.com](mailto:www.joanna@returnonhappiness.com)*





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# FAIR HOUSING PHOTOS





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CONSORTIUM**

*"Promoting Housing Choice and Inclusive Communities"*

**SUITE 23**

**A1. Fair Housing 101: Avoiding Liability**  
9:30 a.m.

*Presenters:*  
Tampa Office of Human Rights Investigation Supervisor, Patricia Newton  
Tampa Office of Human Rights Investigator, Adriana Escander

**B1. Landlords: Housing Choice Voucher Program**  
10:30 a.m.

*Presenter:*  
Tampa Housing Authority Director of Assisted Housing, Margaret Jones

**C1. ADA: Service/Assistance Animals and Reasonable Accommodations**  
11:30 a.m.

*Presenter:*  
Pinellas County Human Rights Office Director, Paul Valenti

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# FAIR HOUSING PHOTOS





FAIR HOUSING PHOTOS



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Maintenance, Management and Leadership

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Call Debra at BAAA for more information.

## visto<sup>^</sup> Testimonials



After several years in the industry, I noticed that in almost every interview I was asked if I had credentials, and I didn't. That's when I realized how important it was to continue my education. I now hold a NALP, CAM and CAPS!

**CHAD CHRISTIAN**

NALP, CAM, CAPS (Certified Apartment Manager of the Year)



The CAM credential provided me with the crucial instruction I needed in financial management to jumpstart my career as a property manager. With the greater perspective my CAM credential has given me, I'm ready to navigate my team through our many responsibilities.

**STEPHANIE BURNS**

CAM



As an apartment supplier, not working onsite, obtaining my CAS has been invaluable for providing me insight into the daily life of a property manager.

**JILL CARPENTER**

CAS

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**84% of adults in Florida are non-smokers**



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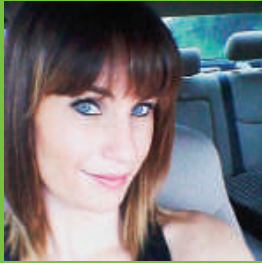


# F I E S T A

Bay Area Apartment Association



# A U C T I O N



**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.

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.

**Egypt Shriners Activities Building**

**4050 Dana Shores Dr**

**Tampa, FL 33634**

**Registration/Item Viewing at 5:30pm**

**Pre-Registered:**

**\$45 Members, \$55 Non-Members**

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

*Bid on the BAAA Cruise too!*

Drink Tickets available for pre-purchase: Beer, Wine & Mixed Drinks \$5. Indicate the number of tickets when you register.



# Donate to the Auction

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: \_\_\_\_\_

**RETURN DONATION FORM BY 7/10/17  
BAY AREA APARTMENT ASSOCIATION  
19031 N DALE MABRY HWY  
LUTZ, FL 33548  
FAX TO: (813) 884-0326  
EMAIL TO: STAFF@BAAAHQ.ORG**

# To Reserve

**GO TO  
WWW.BAAAHQ.ORG  
BY 7/18/17**

## 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

*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.

## EDUCATION & EVENTS

### JUNE 6 & 7 CAM COURSE

8:30am to 5:00pm

Greystar

4030 W Boy Scout Blvd #800  
Tampa, FL 33607

### JUNE 8 PCHA LANDLORD WORKSHOP

3:00 to 6:00pm

Pinellas County Housing Authority  
11479 Ulmerton Road  
Largo, FL 33778

Join the PCHA to Learn About:

- How the Housing Choice Voucher Program works
- Benefits of Leasing Units through the Housing Choice Voucher Program
- Partnering with the Pinellas County Housing Authority
- Free Advertising to Fill Vacancies
- Guaranteed Rents through the Program
- Annual Housing Quality Inspections and the Benefits

#### For More Information:

Marisol Guevara

[mguevara@pinellashousing.com](mailto:mguevara@pinellashousing.com)

(727) 443-7684

<http://www.pinellashousing.com/>



### JUNE 15

#### MEMBERSHIP LUNCHEON MEETING WHAT'S MOVING & SHAKING IN TAMPA BAY

11:30am to 1:30pm

Sheraton Suites Tampa Airport  
Westshore

4400 West Cypress Street

Tampa, FL 33607

\$40 Members,

\$50 Non-Members

Enjoy a VIP Panel Discussion featuring:

#### Brandy Watkins

*Area Operations Manager*

Cortland Partners

#### Clint Miller

*Director of Community Management*

Avesta

#### Melissa Cannata

*Vice President*

Carroll Management Group

#### Shari LeVine

*Area Vice President*

RAM Partners

#### Tara McBride

*Regional Manager*

Pinnacle

#### Lori Krull

*Partner*

Bridge Real Estate Group

### JUNE 21 – 24

#### NAA EDUCATION CONFERENCE & EXPOSITION GET FOCUSED. GET INSPIRED. GET GOING.

Georgia World Congress Center  
285 Andrew Young International

Boulevard Northwest

Atlanta, GA 30303

[https://www.naahq.org/  
education-conference](https://www.naahq.org/education-conference)

### JUNE 27

#### MORNING MOTIVATORS “TIFFANY TASTE ON A WALMART BUDGET... SAVVY WAYS TO EXTEND YOUR MARKETING REACH!”

9:00am to 10:30am

The Enclave at Tranquility Lake

9707 Tranquility Lake Circle

Riverview, FL 33578

Learn more about BAAA's Education, Events and more. Each month our Breakfast Sponsor will hold a 30-minute mini-education seminar. RSVP Required to insure breakfast for everyone. Please note: This event is for communities/management companies. Vendors/Suppliers can only attend if they are sponsoring the event.

### JUNE 29

#### BOARD OF DIRECTORS MEETING

4:30 to 6:00pm

Location TBD

All members are welcome to attend. If you plan on attending, please register.

### JULY 12

#### YOUNG PROFESSIONALS CONNECT EVENT

6:00 to 8:00pm

World of Beer Avion Park

5311 Avion Park Drive

Tampa, FL 33607

Come out and mingle with the BAAA! This event is for all prospects and current members who are looking to meet some new people and make connections with those in the industry. We encourage everybody to join us for a night of fun!

## NEW MEMBERS

### JULY 20 ANNUAL AUCTION

5:30 to 9:00pm  
Egypt Shriner's Activity Hall  
4050 Dana Shores Drive  
Tampa, FL 33634  
\$45 Members,  
\$55 Non-Members

*Drink tickets available for pre-purchase: Beer, Wine & Mixed Drinks for \$5 each. Indicate the number of tickets when you register online.*

The theme this year is a Fiesta... so get ready to bid on some hot, hot, hot items with Guest Host Catherine Maloney. Reserve right now at [www.BAAAHQ.org](http://www.BAAAHQ.org)

### JULY 25 MORNING MOTIVATORS

Topic TBD  
9:00 to 10:30am  
Location TBD in Polk Area

Learn more about BAAA's Education, Events and more. Each month our Breakfast Sponsor will hold a 30-minute mini-education seminar. RSVP Required to insure breakfast for everyone. Please note: This event is for communities/management companies. Vendors/Suppliers can only attend if they are sponsoring the event.

### JULY 27 BOARD OF DIRECTORS MEETING

4:30 to 5:45pm  
Tampa Housing Authority

All members are welcome to attend. If you plan on attending, please register.

**Register  
for any event at  
[www.BAAAhq.org](http://www.BAAAhq.org)**

### ASSOCIATES

**Mid Florida Golf Cars**  
750 North US Highway 1792  
Longwood FL 32750  
(407) 699-6400  
*Golf Carts Sales & Service*

**Roof Doc, Inc.**  
7822 North Dale Mabry Highway  
Tampa FL 33614  
(813) 802-0112  
Roofing Contractors

### COMMUNITIES

**Colony Apartments**  
2852 20th Ave N  
St. Petersburg FL 33713  
(727) 820-0352  
Units: 36

**Farrington Apartments**  
2738 Roosevelt Boulevard  
Clearwater FL 33760  
(727) 315-1539  
Units: 224

**Icon Apartments on  
Harbour Island**  
301 Harbour Place Drive  
Tampa FL 33602  
(813) 800-5893  
Units: 348

**M South Apartments**  
5110 South Manhattan Avenue  
Tampa FL 33611  
(813) 252-4109  
Units: 288

**Serenity Lake Apartments**  
1500 Ponce De Leon Boulevard  
Coral Gables FL 33134  
(305) 600-3667  
Units: 238

### PROPERTY MANAGEMENT

**Oak Hill Group**  
123 Coulter Ave #200  
Ardmore PA 19003  
(610) 658-7071



### CONTACT INFORMATION:

Bay Area Apartment Association  
19031 North Dale Mabry Highway  
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)

# 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 6 & 7

#### CAM Course

8:30am to 5:00pm @ Greystar

### JUNE 8

#### PCHA Landlord Workshop

3:00 to 6:00pm @ Pinellas County Housing Authority

### JUNE 15

#### General Membership Luncheon Meeting

#### What's Moving & Shaking in Tampa Bay

11:30am to 1:30pm @ Sheraton Suites Tampa Airport Westshore

### JUNE 18

#### Father's Day

### JUNE 21 THROUGH 24

#### NAA Education Conference & Exposition

Georgia World Congress Center

### JUNE 27

#### Morning Motivators

#### "Tiffany Taste on a Walmart Budget..."

#### Savvy ways to extend your marketing reach!"

9:00 to 10:30am @ The Enclave at Tranquility Lake

### JUNE 29

#### Board of Directors Meeting

4:30 to 6:00pm @ Location TBD

S	M	T	W	T	F	S
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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 will be closed

### JULY 12

#### Young Professionals Connect Event

6:00 to 8:00pm @ World of Beer Avion Park

### JULY 20

#### Annual Auction

5:30 to 9:00pm @ Egypt Shriner's Activity Hall

### JULY 25

#### Morning Motivators

Topic TBD

9:00 to 10:30am

Location TBD in Polk Area

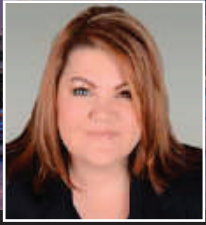
### JULY 27

#### Board of Directors Meeting

4:30 to 5:45pm @ Location TBD

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.

# What's Moving & Shaking in Tampa Bay



Brandy Watkins



Clint Miller



Melissa Cannata



Shari LeVine



Tara McBride



Lori Krull

Please join us for our General Membership Luncheon

Thursday, June 15, 2017

11:30am to 1:30pm

**Sheraton Suites Tampa Airport Westshore**

4400 West Cypress Street • Tampa, Florida 33607

\$40 Members • \$50 Non-Members

VIP Panel Discussion Featuring:

**Brandy Watkins**

*Area Operations Manager  
Cortland Partners*

**Clint Miller**

*Director of Community Management  
Avesta*

**Melissa Cannata**

*Vice President  
Carroll Management Group*

**Shari LeVine**

*Area Vice President  
RAM Partners*

**Tara McBride**

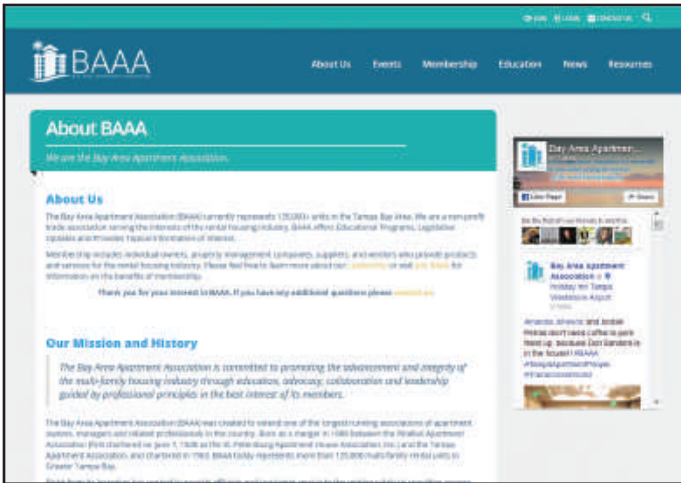
*Regional Manager  
Pinnacle*

**Lori Krull**

*Partner  
Bridge Real Estate Group*



Register at [www.BAAHQ.org](http://www.BAAHQ.org)



# We Have a New Website!

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

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

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

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

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

**NEED HELP?  
GIVE US A CALL 813-882-0222**

## ADVERTISERS

Answer Florida	4
Chase Roofing Contracting	7
HCADA/FDOH	31
House of Floors of Tampa	9
John McMillan, PA	8
Lifestyle Flooring, Inc.	13
Lindsey M. Porter, PA	40
PPG Paints	13
Rose Paving	7
Switch Electric	5
United Renovations Southeast	2

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

## DIRECTORY UPDATE

The Member Directory is accessible on the website at [www.BAAAHQ.org](http://www.BAAAHQ.org). Please check your listing carefully. If you find something that is not right, complete the form below and return it to us. Please use this form for ALL changes or corrections to *Bayline*.

Company/Property \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Page # \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

**FAX TO: (813) 884-0326  
E-MAIL: STAFF@BAAAHQ.ORG**

**MAIL TO:  
BAY AREA APARTMENT ASSOCIATION  
19031 N. DALE MABRY HWY  
LUTZ, FL 33548**

# RESERVE YOUR 2017 FIRST QUARTER SURVEY NOW



Now owners and property managers throughout the Bay Area can simply log on to [www.baaahq.org](http://www.baaahq.org) and purchase the 2017 First Quarter Survey which will be available mid-June.

The [myrentcomps.com](http://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



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

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



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Hillsborough: 813.229.9496

Pinellas: 727.577.9646

Fax: 727.578.2097

E-mail: [lporter@verizon.net](mailto:lporter@verizon.net)

**Mailing Address:**  
P.O. Box 21518  
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.