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March 2018



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Spring is Here!

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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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Scientific Reasons Spring Is the Most Delightful Season

Summer, winter, and fall may have their fans, but spring is clearly the most lovable of the four seasons. Not convinced? Here are some scientific reasons why spring is great:

TEMPERATURES ARE MODERATE

Spring marks the end of winter and the transitional period to summer. In many places, the season brings mild temperatures in the 60s and 70s. People tend to be most comfortable at temperatures of about 72°F, research shows, so the arrival of spring means you can finally ditch the winter layers and still be comfortable.

THERE IS MORE DAYLIGHT

Following the spring equinox, days begin lasting longer and nights get shorter. Daylight Saving Time, which moves the clock forward starting in March, gives you even more light hours to get things done. Those extra hours of sun can be a major mood-booster, according to some research. A 2016 study of students in counseling at Brigham Young University found that the longer the sun was up during the day, the less mental distress people experienced.

THE BIRDS RETURN.

There is no better indicator of spring than birds chirping outside your window. In addition to the satisfaction of marking species off your bird-watching checklist, seeing more of our feathered friends can make you happy. In 2017, a UK study found that the more birds people could see in their neighborhoods, the better their mental health.

THERE ARE BABY ANIMALS EVERYWHERE

Many animals reproduce in the spring, when temperatures are warmer and food is plentiful. Baby bunnies, ducklings, chipmunks, and other adorable animals

abound come spring. Studies have found that seeing cute animals can have positive effects on humans.

YOU'RE SAFER

In 2015, a pair of public policy researchers discovered a hidden upside to "springing forward" for Daylight Saving Time. It reduced crime. When the sun set later in the evening, the study published in the Review of Economics and Statistics found, robbery rates fell. After Daylight Saving Time started in the spring, there was a 27 percent drop in robberies during that extra hour of evening sunlight, and a 7 percent drop over the course of the whole day.

YOU CAN GO OUTSIDE

Warmer temperatures mean you can spend more time outside without getting cold, which is great for mental health. Across the seasons, research has found that taking walks in nature slows your heart rate and makes you more relaxed, but some research indicates that there is something special about spring's effect on your brain. A 2005 study from the University of Michigan linked spending 30 minutes or more outside in warm, sunny spring weather to higher mood and better memory.

IT MAKES YOU MORE CREATIVE

That same University of Michigan study found that spending time outside in the sunny spring weather isn't just a mood booster, it actually can change the way people think. The researchers found that being outdoors broadened participants' minds, leaving them more open to new information and creative thoughts.

THE LEAVES COME BACK

Spring brings green growth back to plants and trees. That successful spring leaf growth ensures a cool canopy to

relax under during the hot summer—a hugely important factor in keeping cities comfortable. According to researchers, vegetation plays a big role in mitigating the urban heat island effect. When trees release water back into the air through evapotranspiration, it can cool down the areas around them by up to 9°F, according to the EPA.

GROWING PLANTS ABSORB CARBON DIOXIDE

It's amazing what a little sun can do for plants and grass. Plants take in roughly 25 percent of the carbon emissions humans produce, absorbing more than 100 gigatons of carbon through photosynthesis each growing season. Because of this, the amount of carbon dioxide in the atmosphere drops each spring and summer.

IT'S EASY TO FIND FRESH PRODUCE

Many vegetables and fruits are harvested in the spring. A 2016 study of more than 12,000 Australians found that when people increased the amount of fruits and vegetables in their diet, they felt happier and had higher rates of life satisfaction.

FLOWERS ARE IN BLOOM

After months spent conserving energy, flowers bloom in the spring, once they sense that the days have grown longer and the weather has turned warmer. That's good for humans, because several studies have shown that looking at flowers can make you happy.

Excerpted with thanks from MentalFloss.com •

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Welcome TCAA

By Robert Griffiths, BAAA Government Activities Director

FAA's Legislative Day meetings were very well attended this year although there were no buses, 36+ BAAA members attended the meetings and joined over 161 industry professionals who participated in the discussions and met with our elected officials.

BAAA addressed three main issues in Tallahassee this year. The Sadowski Affordable Housing Trust Fund, The Front Door Trash Collection Bill and Resident Renters Insurance legislation were key items of concern.

The Sadowski Affordable Trust Fund has money that is being taken and diverted to other uses instead of creating more funding for affordable housing which has a growing need for rental housing for low income and workforce residents.

FAA and BAAA continue to urge the legislature to use the Sadowski Fund for the purpose it was created and to make the money already in place to address the growing needs of this underserved market segment. This is a key issue that is not going away no matter how strong the upscale rental market is

right now.

The Trash Collection bill has done very well so far and has passed the house and is now in the Senate with little opposition at this time.

The proposed Renters Insurance Bill has not moved forward as quickly as hoped. We will continue to keep this legislation in the forefront.

The Bay Area apartment Association welcomes the industry professionals from the former Tri-City Apartment Association and now BAAA represents 12 counties as part of the Bay Area apartment Association. Tri-City formally was composed of Manatee, Sarasota, Hardy, De Soto and Highland Counties.

BAAA is planning a series of town hall type meetings to help our new members during the transition. We want to give all of the former Tri-City members the opportunity to take advantage of the many educational, informational and learning experiences available to them as part of the Bay Area Apartment Association. Quarterly meetings will be set up so that members can attend

events at a location that is convenient to everyone.

With over 15,000+ units the transition should be very smooth and will work in our favor as we begin to acquaint our state legislators with these new members and get to know them on a more personal basis. It is important to schedule meetings with them in their district offices when the session is over.

This area is enjoying a great deal of growth expansion and is a very cultural based community with a growing population and infrastructure to support a thriving multifamily market.

Again, welcome all of the Tri-City Apartment Association members to the Bay Area Apartment Association family. If you wish to contact the BAAA office to arrange a meeting with the legislator from your area, please contact me at any time at the BAAA office and we will arrange to meet with the Senator or Representative in their local office to discuss how we can be mutually beneficial to encourage our community to grow and work together to solve any issues that may come before us. •

Welcome

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References

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

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Landscaping & Watering Schedule

Once again, it's time to make sure you have checked your timers on your irrigation system controllers since we have returned to Daylight Saving Time in our area. The time change is also a good time to make sure irrigation system timers are set correctly to ensure that all systems operate consistently with year round water conservation measures.

All 16 counties throughout the SWFWMD's boundaries are now on year round water conservation measures, with lawn watering limited to twice per week unless your city or county has a different schedule or stricter hours. Local governments maintaining once per week watering by local ordinance include Hernando, Pasco and Sarasota counties.

Know and follow your local watering restrictions, but don't water just because it's your day. Irrigate your lawn when it shows signs of stress from lack of water. Pay attention to signs of stressed grass:

- Grass blades are folded in half lengthwise on at least one third of your yard.
- Grass blades appear blue gray.
- Grass blades do not spring back, leaving footprints on the lawn for several minutes after walking on it.

YEAR ROUND WATER CONSERVATION MEASURES

Always refer to your city or county regulations first.

EFFECTIVE DATE AND AREAS

The District's year round water conservation measures are now in effect except where stricter measures have been imposed by local governments.

Unincorporated Hillsborough County and the cities of Clearwater, St. Petersburg and Tampa have local ordinances with special twice per week schedules.

Unincorporated Hernando, Pasco and Sarasota counties, and the cities

of Dunedin, Longboat Key, Sarasota and Venice, have local ordinances that remain on one day per week schedules.

LAWN WATERING DAYS AND TIMES

- Lawn watering is limited to no more than twice per week.
- Lawn watering days and times are as follows unless your city or county has a different schedule or stricter hours in effect:
- Even addresses may water on Thursday and/or Sunday before 10 a.m. or after 4 p.m.
- Odd addresses may water on Wednesday and/or Saturday before 10 a.m. or after 4 p.m.

If we all conserve, we will be able to maintain healthy lawns and shrubs that enhance the curb appeal of our communities and residents who live there.

Excerpted with thanks in part from www.watermatters.org •



SHARE WITH
YOUR RESIDENTS

10 Great Ways to Conserve Water in Your Apartment Home

Did you know the average person uses 88-100 gallons of water per day? This adds up to over 30,000 gallons of water a year! From shortening your shower to only washing full loads of laundry or dishes, there are plenty of simple ways to save gallons of water each year!

1. Rinse your produce in a bowl of water instead of under the faucet.
2. Do not let the water run when brushing your teeth or shaving.
3. Reuse the water from boiling vegetables or pasta to water your indoor plants once it has cooled.
4. If you like to enjoy a cold glass of water, place a pitcher in your refrigerator instead of letting the tap run.
5. Only run the dishwasher once it is completely full. Also, try using one glass per day if you are drinking and refilling your water.
6. Don't use your toilet as a wastebasket. Flushing a tissue or small piece of trash wastes 5 to 7 gallons per flush.
7. Let your dirty pots and pans soak in the sink rather than letting the faucet run while you clean them.
8. Make sure to turn off all faucets completely after each use.
9. Instead of using running water, thaw frozen foods in the refrigerator.
10. Be sure to alert our maintenance staff if you notice a leaky toilet or faucet!

*Excerpted with thanks from the
CHR Blog •*

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The March Equinox

In many cultures, the March Equinox marks a time of transition and new beginnings. It's the Vernal (Spring) Equinox in the Northern Hemisphere, while in the Southern Hemisphere it's the Autumnal (Fall) Equinox.

When is the 2018 March Equinox in Florida? March 20, 2018 at 12:15 P.M. Let's take a look at how some of your residents from different cultures celebrate and observe the March Equinox.

Some bring out the Easter Eggs early in anticipation of Easter on April 1st. In addition to being the Spring

Equinox, the date of the March Equinox plays a big part in calculating the dates for Passover and Easter.

Easter eggs are synonymous with Easter Sunday with traditional games like egg hunts, where children search for the colorful Easter eggs and given small treats, favors and egg rolling contests where eggs are rolled down a hill.

Passover begins at sunset on March 30th and ends on April 7 this year. Passover celebrations include ceremonial meals and wine. Many people make a special effort to ensure that older people, the poor, and those living alone are

invited to take part in the ceremonial meals known as Seder.

St Patrick's Day, on March 17, remembers one of Ireland's patron saints, St Patrick. It largely celebrates Irish American culture in the United States. Celebrations concentrate on Irish themed drinks and food. Many people get into the spirit by dressing in green clothing and eating green colored food. Irish clubs and pubs often hold parties and participate in large street parades to celebrate St. Patrick's Day in places like: Savannah, Chicago, Boston, Philadelphia and New York City.

An ancient Chinese tradition calls for balancing eggs on the day of the March Equinox for good luck and prosperity. This ancient custom has given rise to a modern myth. Every year, during the March Equinox people claim that it is the only day of the year when an egg can be perfectly balanced on its end. The truth is that there is nothing magical about the Equinox or the time it occurs you can balance an egg perfectly on its end on any other day as well.

Known as the Water Festival by visitors, this annual festival in Thailand falls shortly after the spring equinox. Songkran (based on a Sanskrit word for "astrological passage") is celebrated in the country as their traditional New Year's Day. Along with visiting elders and going to a Buddhist monastery, festivities include the throwing of water.

In ancient Greece and Rome, Dionysus was celebrated as the god of fertility, wine, flowering plants, and



rebirth. The Dionysian Festival was held in Athens every March to showcase the best theatrical poets.

Another way to celebrate the spring equinox that has been carried over from ancient times is the observance of Nowruz, or Persian New Year. People from Iran, Kosovo, Turkey, and many other nations across the Middle East and Asia celebrate their New Year on or around March 20 every year. It has been celebrated for over 3000 years and is rooted in the traditions of Zoroastrianism.

In Japan, People Remember their Ancestors. Higan (Higan e or Ohigan), is a week of Buddhist services in Japan during the March and September Equinox. Both equinoxes have been national holidays since the Meiji period (1868 1912). In Japan, the

spring equinox, or Shunbun no Hi, is celebrated by visiting ancestral graves and having family reunions. Shunbun no Hi is celebrated for seven days.

In Mexico, the Mayans celebrated the Return of the Sun Serpent during the vernal equinox, and a celebration now takes place at the El Castillo pyramid in the center of the Chichen Itza archeological site. During the spring and autumn equinox, the late afternoon sun casts a shadow over the pyramid, creating the illusion that a snake is moving down the pyramid.

While North America doesn't celebrate Mother's Day until May, Egypt, Iraq, Libya, Sudan, Syria, and others celebrate it on the vernal equinox. Though not an official Muslim holiday, Egypt began celebrating Mother's Day in 1956 and other countries followed.

In England, New Age practitioners can take a sunrise tour of world famous Stonehenge on the morning of the spring equinox. More than 100 people gather before dawn to make the trek to Stonehenge to watch the sunrise in silence. Many come in traditional garb for a pagan good time.

The vernal equinox also marks World Storytelling Day. Considering how important stories are in almost every culture past and present, this is a great opportunity to build friendships and understanding across national, linguistic and cultural boundaries. The focus is on ORAL storytelling and capturing important glimpses of history for the next generation.

*Excerpted in part from
www.timeanddate.com*



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Celebrating Multi-Family Women Who Make a Difference

If there is a woman in the multi-family industry that you admire, send them an e-mail, text or note to express your appreciation during Women's History Month. If you work in the same company, put in a good word with their supervisor. A sincere "thank you" will brighten most peoples' day. It's surprising how often women co workers don't express appreciation and admiration for one another.

If you want to see more women at the table consider becoming a mentor to a young woman who has recently joined your company. Don't assume that you don't have much to offer a newcomer to the industry. Just, remember that you got to where you are for a reason, and there are a lot of young women who are interested in your accomplishments and your journey.

ings. Create a network with your own mentor and include your 'mentee' in the conversation.

Women's history month is a great time to connect with other like minded women to take action on issues of common concern. Whether it's to protect the environment, volunteering to work with the homeless, or other humanitarian causes, make your presence known by scheduling an in person visit with the proper person in charge. Coordinate your visit with others from your company to explain what you want to accomplish and/or discuss a plan that will allow you to reach your goals. Don't be put off, if necessary make repeated follow up calls until you are satisfied with the direction you want to go.

Most women will agree that they are terrible at putting themselves first. While it is important to honor and recognize the people around you, why not start with yourself? Take the time to recognize and reward yourself for your own accomplishments. This year, make Women's History Month a year long project with the long term goal of enriching the lives of every woman we meet.

Excerpted in part from www.wikipedia.org and www.baaahq.org archives. •



Keep Your Office Fridge Clean – And Safe!

Is your office refrigerator filled with mystery meat, funky smells and five month old yogurt? Pizza left out overnight is not good for you! It's time to take action.

PROPER TEMPERATURE

- Refrigerators should be kept at 40° F or colder to best slow bacterial growth in foods. Avoid storing food in temperatures between 40° F and 140° F – this range is considered the “danger zone” where bacteria growth can double in just 20 minutes, according to Foodsafety.gov.

- Set freezers at a temperature of 0° F. Regularly check refrigerator and freezer temps with kitchen thermometers.

- If perishable food has been left in your office's refrigerator for more than a week, throw it out. Clean up spills immediately using hot soapy water.

FOOD STORAGE TIPS

Regarding food storage, Foodsafety.gov recommends following these four tips:

1. Read food labels for storage recommendations. Items such as mayonnaise, ketchup and other condiments should be refrigerated after opening. If an item hasn't been properly refrigerated, don't risk it. It's best to toss it.
2. Be mindful of expiration dates. If a food item is past its use by date or the food looks questionable, throw it out.
3. If food looks or smells funny, or you can see mold forming, discard the item.
4. Make cleaning the refrigerator a shared responsibility at your office.

Circulate these safety tips among your co workers, who may be unaware of the importance of maintaining a clean fridge.

*Excerpted with thanks from
www.foodsafety.gov and
www.safetyandhealthmagazine.com •*



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Rock Your Next Interview with These Five Secrets of Body Language

By Vanessa Van Edwards, Behavioral Investigator & Author

How will you prepare for your next big interview? Most of us think about the verbal answers—what to say, stories to tell and the perfect answers. Very few of us think about how we want to come across.

As a human behavior investigator, I have spent the last ten years doing original research on scientifically proven social strategies and tactics to help you succeed at my behavior lab the Science of People. I've worked with multiple Fortune 500 companies teaching them my comprehensive, science backed, real life manual on human behavior and a completely new approach to building connections.

Now I want to give you my 5 favorite body language tips to help you rock your next interview.

#1: HANDS FIRST

When we first meet someone we always look at their hands first. This is especially important in an interview situation because your interviewer might be trying to gauge if you want to shake hands. Make it easy! As soon as you see your interviewer, lead with your hand and

give them a nice, brief handshake.

- **Insider Tip:** Don't forget to end on a handshake. We usually shake when first meeting someone, but you want to seal the deal with a last burst of touch. Be sure to shake hands even if you have met the person before—this is a extremely warm way of greeting.

#2: CLAIM YOUR SPACE

When we are nervous we tend to 'turtle' which is when you bring your chin down and your shoulders up to take up less space. We also try to make ourselves as small as possible—women cross their legs, men fold their arms over their chest. This shows the interviewer you are insecure and can make it look like you have something to hide. So relax your arms, plant your feet and don't let your body show your tension. If you can—always use the arm rests which helps you roll your shoulders back.

- **Insider Tip:** If you have a choice of chairs—never choose the low couch. It makes it really hard to claim space. Always look for the highest chair in the room with a tall back and arm rests. You sit as tall as your chair.

#3: FRONT

When speaking with someone you want to angle your toes, torso and head towards them. Fronting is a nonverbal sign of respect. When you are really engaged with someone you align your entire body with theirs—head-to-head, torso-to-torso and toe-to-toe. In an interview be sure to angle yourself towards the interviewer. If you have multiple people in an interview—angle towards the person speaking to show them respect.

- **Insider Tip:** This is also important for your LinkedIn profile photo. We analyzed thousands of photos and found people like pictures of people fronting—angling towards the camera.

#4: SMILE RIGHT

A lot of conventional interview advice says that people should smile all the time in interviews, but this is not always a good idea. What's better is to smile right. You never want to fake smile—this comes across as inauthentic. Try to find authentic ways to smile, tell stories about an old colleague you are fond of, smile when you first meet someone because you truly are happy to meet them.

Try to discuss subjects you are actually passionate about so you can show real happiness.

- **Insider Tip:** Start and end a meeting by saying, “I am so happy to meet you” or “I am thrilled to be here.” This is positive and gives you a good opportunity to smile.

#5: GAZE

We all know that eye contact is important—but there is a sweet spot for eye contact. When we mutually gaze with someone we produce oxytocin—the hormone of connection. But we do not want to make too much eye contact. In western cultures the sweet spot is 60 to 70% of the time. So don't be afraid to take in the view or look around while you talk—just make sure you are making eye contact as they speak to you.

- **Insider Tip:** Try to notice their facial expressions—this helps you deep gaze and decode their emotions. Most importantly, only apply to jobs you are actually excited about—this helps you show real smiles, claim space and gives you great nonverbal.

Excerpted with thanks from LinkedIn. •



MAINTENANCE MANIA PHOTOS



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MAINTENANCE MANIA PHOTOS



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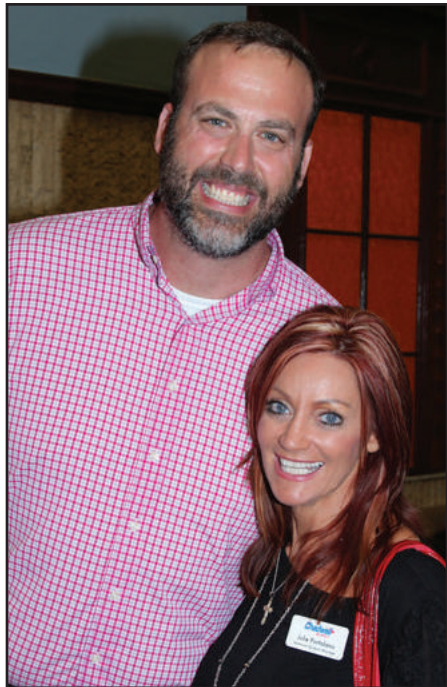
MAINTENANCE MANIA PHOTOS



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MAINTENANCE MANIA PHOTOS





"Spikes for Tykes" Volleyball Tournament

Friday, April 13, 2018

10:00am to 5:00pm

**Post Card Inn at
St. Pete Beach**

6300 Gulf Blvd. St. Pete Beach, FL 33706

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

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

**It's all for a
great cause!**

**Online
registration
to play,
to sponsor
or to watch
is at:**

www.baaahq.org

Sponsored by:



YOUR ORDER | OUR TRUCK | NEXT DAY



**Help us reach our goal of \$15k for
The Children's Home Network in 2018!**



SPONSORSHIPS:

SOLD OUT! Titanium (\$1000)
Court Sponsor (Limit 4)

Platinum (\$850)
Luncheon Sponsor

Gold (\$600)
Beverage or Entertainment

SOLD OUT Silver (\$500)
Koozie Sponsorship (Limit 1)

Bronze (\$450)
Awards Sponsor

Court Sign (\$250)
Sponsor

ENDS 3/23! "In Your Face"
Volleyball Logo Sponsor
Team: \$125/No Team: \$150

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

PLAYER'S COST:

**\$350 per
6-Person Team**

**\$60 per
Individual Player**
Includes lunch &
one drink ticket

SPECTATOR'S COST:

\$35 per Person
Includes lunch &
one drink ticket

NATIONAL APARTMENT LEASING PROFESSIONAL

Leasing professionals are the first people prospective residents meet, and often their only gauge of the property staff. This course is designed to teach these professionals skills to help them become top producers. The NALP class covers all aspects of the leasing process. You will enhance your qualifying, demonstrating and closing skills and learn how to turn your prospects into residents.

The NALP course includes:

- Keys to Success in Leasing
- Telephone Presentations
- Leasing and the Internet
- The Leasing Interview
- Rental Policies and Procedures
- Legal Aspects
- The Market Survey Presentation

Summer: May 10, 11 & June 19

Fall: September 12, 13 & October 10

Member \$449/Non-Member \$599

CERTIFIED APARTMENT MAINTENANCE TECHNICIAN

Maintenance expenses are the single largest controllable element in any operating budget. This course is designed as an introduction for new maintenance professionals or as a refresher for the veteran employee, to give these professionals the knowledge and tools necessary to run an effective maintenance program.

- Electrical Maintenance and Repair
- Plumbing Maintenance and Repair
- Heating, Ventilation and Air Conditioning (HVAC) Maintenance and Repair
- Appliance Maintenance and Repair
- Interior and Exterior Maintenance and Repair

February 20, 21, 22 & March 22, 23
September 12, 13, 14 & October 24, 25

Member \$839/Non-Member \$989

CERTIFIED APARTMENT MANAGER

The onsite manager is a vital link between apartment residents and the community owners and investors.

The CAM training includes:

- Industry Essentials
- Financial Management
- Marketing
- Property Maintenance for Managers
- Risk Management
- Legal
- Human Resources
- Resident Experience

April 3, 4 & 5 and April 16, 17 & 18

Member: \$959/Non-Member: \$1109

SUPPLIER SUCCESS

The Supplier Success course is designed to offer an overview of the apartment industry and recommends ways that suppliers can maximize partnerships with apartment owners, apartment management companies and apartment association members. It was written by successful apartment industry suppliers with years of professional experience.

March 20 & October 22

Member: \$99/Non-Member: \$199

CERTIFIED APARTMENT SUPPLIER

Suppliers are important liaisons to the multifamily housing industry. This program is designed as an opportunity for suppliers to hear the everyday challenges faced by the apartment manager customer. The CAS program is ideal for new salespeople as well as veterans of the industry. Open to Supplier/Associate Members and covers industry information that will give attendees a better understanding of how apartment communities function and the challenges faced in day to day operations.

CAS Course Includes:

- Applicant screening, leasing contracts, and move-ins
- Rent collection, lease renewal, the move-out process, lease termination, and eviction
- Property management systems and their functions
- How community managers create a positive fair housing environment

CREDENTIAL CLASSES

- Minimizing risk through inspections, preventative maintenance, safety programs, and documentation
- Addressing property and environmental hazards and crime
- Analyzing property financial operations and underperformance
- Monitoring property performance to achieve an owner's investment goals
- Maximizing net operating income

April 3, 4, 5 & April 16, 17

Member: \$579/Non-Member: \$729

CERTIFIED APARTMENT PORTFOLIO SUPERVISOR

Earning your CAPS takes you to the next level in property management. It fast-tracks your career advancement and your corresponding earning potential.

You'll learn about:

- Recruiting employees
- Employee performance, engagement, and retention
- Minimizing conflict
- Ethics and conflicts of interest
- Annual operating budgets and owner performance objectives
- Property and portfolio results
- Due diligence process
- Property takeover process
- Capital improvement plans
- Managing risk
- Minimizing legal risk and liability
- Regulatory agency oversight of assisted housing
- Analyzing property performance data to inform action
- Management agreements
- Evaluating and reporting property performance

March 5, 6, 7 & 8

Member: \$1499/Non-Member: \$1649

For more information, contact:

**Debra@baaahq.org or call
(813) 882-0222 x3**

EDUCATION & EVENTS

MARCH 13 **LEASING 101 -** **BACK TO BASICS**

8:30am to 12:00pm

Location TBD

\$49 Members/\$79 Non-Members

3 CEC's NAA credential renewals

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

MARCH 20 **SUPPLIER SUCCESS** **COURSE**

(for Associate Members Only)

8:30am to 3:30pm

(Lunch provided)

HD Supply

4406 Madison Industrial Lane

Tampa, FL 33619-9609

\$79 Members/\$109 Non-Members

See page 29 for course description.

MARCH 21 **FINANCIAL BOOT CAMP**

8:30am to 12:30pm

Location TBD

\$99 Members/\$129 Non-Members

3 CEC's NAA credential renewals

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

Be prepared!

Monthly Variance Reporting

Budget Season

Cost Analysis

Market Research Analysis

NALP, CAM, CAPS, CAS &

CAMT Credentials

Advancement Opportunities & More

Property Management

Calculations covered:

Closing Ratio

Resident Turnover Rate

Physical Occupancy

Economic Occupancy

Variance Percentage

Rent Increase Percentage

Percent Change

Calculating Area

Breakeven Occupancy

Operating Expense Ratio

Loan-to-Value

Rate of Return

Cap Rate

MARCH 22 **BOARD OF DIRECTORS** **MEETING**

4:30pm to 6:00pm

Tampa Housing Authority

5301 W. Cypress St.

Tampa, FL 33607

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

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

9:00am to 10:30am

Victoria Landings Apartments

3685 Victoria Manor Drive

Lakeland, FL 33805

No Charge to attend.

1 CEC NAA Credential Renewals

MARCH 29 **"ALL HANDS ON DECK"** **BENEFITING NAAPAC**

6:00 to 10:00pm

Aboard the

SS American Victory Ship

705 Channelside Drive

Tampa, FL 33602-5600

\$75 per person

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



APRIL 3, 4, 5, 16 & 17
**CERTIFIED APARTMENT
 MANAGER**

Class is full.

APRIL 3, 5 & 16
**CERTIFIED APARTMENT
 SUPPLIER**

Class is full.

APRIL 12
**HVAC INDUSTRY
 CHANGES**

Check-In: 8:30am

Class: 9:00am to 3:00pm

(Lunch provided)

Chadwell Supply

**5115 Joanne Kearney Boulevard
 Tampa, FL 33619**

\$59 Members/\$89 Non-Members

***Earn 5 CEC's towards
 NAAEI Credential Renewals***

Learn about the most recent updates in HVAC changes going on in our industry including troubleshooting, diagnostics/repair, and solutions to some of the new requirements.

The seminar includes helpful information on how to charge using Super-heat and Sub-cooling and how to convert to Dew Point and Bubble Point as will be required for some of these new refrigerants.

Attendees to this class should be: Service Team Members, Community Managers, Regional Managers, and anyone that will be affected by these changes.

APRIL 13
**SPIKES FOR TYKES
 VOLLEYBALL
 TOURNAMENT**

10:00am to 5:00pm

Postcard Inn

**6300 Gulf Boulevard
 St. Petersburg Beach, FL 33706**

\$35 - Spectator

includes lunch and one drink ticket

\$350 - 6-Person Team

All teams are co-ed and must have at least two female members.

Registrations include lunch and drink ticket for each player.

\$60 - Individual Team Player

If you'd like to play volleyball, but don't have a team then this is for you. We will place you with other players to form a team. Registrations include lunch and drink ticket for each player.

APRIL 20
**15TH ANNUAL FAIR
 HOUSING SYMPOSIUM
 "THE FAIR HOUSING
 ACT AT 50: PAST, PRESENT
 AND FUTURE"**

8:00am to 2:00pm (Lunch included)

Pinellas Realtors Organization

4590 Ulmerton Road

Clearwater, FL 33762

Price: \$35 per person

Credit Card payment required

at registration

***BAAA attendees earn 4-CEC's
 towards any NAA Credential renewal***

Learn About:

- Fundamentals of Fair Housing
- Use of Criminal Records in Selection Process
- Reasonable Accommodations and Service and Assistance Animals

APRIL 24
MORNING MOTIVATORS

9:00am to 10:30am

Location & Topic TBD

No Charge to attend

1 CEC NAA Credential Renewals

APRIL 27
**EPA/UNIVERSAL
 CERTIFICATION CLASS**

8:30am to 4:00pm (Lunch included)

Chadwell

**5115 Joanne Kearney Boulevard
 Tampa, FL 33619**

\$149 Members/\$179 Non-Members

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 EPA course. Only certified technicians may purchase any regulated refrigerants or pre-charged part with a regulated refrigerant from Chadwell Supply or other HVAC suppliers.

**Register for any event at
www.BAAAhq.org**

**Reservations and cancellations accepted
 up to 48 hours before event.**

No shows and non-cancelled reservations will be invoiced.

CALENDAR

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

MARCH

MARCH 5, 6, 7 & 8

Certified Apartment Portfolio Supervisor

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

MARCH 6 & 7

Certified Pool Operator

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

MARCH 9

Fair Housing and Beyond

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

MARCH 13

Leasing 101 - Back to Basics

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

MARCH 13 & 14

NAA Advocate Conference

Grand Hyatt Washington

MARCH 20

Supplier Success Course

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

MARCH 21

Financial Boot Camp

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

MARCH 22

Board of Directors Meeting

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

MARCH 27

Morning Motivators

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

MARCH 29

"All Hands on Deck" Benefiting NAAPAC

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

APRIL

APRIL 3, 4, 5, 16 & 17

Certified Apartment Manager (Class is full)

APRIL 3, 5 & 16

Certified Apartment Supplier (Class is full)

APRIL 12

HVAC Industry Changes

8:30am to 3:00pm @ Chadwell Supply

APRIL 13

Spikes for Tykes Volleyball Tournament

10:00am to 5:00pm @ Postcard Inn St. Pete Beach

APRIL 20

15th Annual Fair Housing Symposium

8:00am to 2:00pm @ Pinellas Realtors Organization

APRIL 24

Morning Motivators

9:00am to 10:30am @ Location TBD

APRIL 27

EPA/Universal Certification Class

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

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					



March Meeting “All Hands On Deck” *Benefitting NAAPAC*



DATE:
Thursday
March 29, 2018

PLACE:
SS American
Victory Ship
705 Channelside Drive
Tampa, FL 33602

TIME:
6:00 to 10:00pm

COST:
\$75 per person

*Register at
www.baaahq.org*

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

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



ADVERTISING IN BAYLINE

Monthly Cost:

Fourth Page B/W

Non-Member Price: \$155

Member Price: \$125

Fourth Page Color

Non-Member Price: \$255

Member Price: \$175

Full Page B/W

Non-Member Price: \$350

Member Price: \$250

Full Page Color

Non-Member Price: \$450

Member Price: \$385

Half Page Horizontal

B/W Non-Member Price: \$200

Member Price: \$175

Half Page Horizontal Color

Non-Member Price: \$300

Member Price: \$225

Half Page Vertical B/W

Non-Member Price: \$225

Member Price: \$200

Half Page Vertical Color

Non-Member Price: \$325

Member Price: \$250

Third Page Vertical B/W

Non-Member Price: \$180

Member Price: \$150

Third Page Vertical Color

Non-Member Price: \$280

Member Price: \$200

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

ADVERTISERS

Elite Painting & Waterproofing, Inc.	6
Lindsey M. Porter, PA	13
Rose Paving	11
Switch Electric	2
Tobacco Free Florida	4

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

BAAA WEBSITE

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

With your login, you will be able to:

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

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

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

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



GET YOUR 2017 THIRD QUARTER SURVEY

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

The myrentcomps.com on-line market survey software is designed specifically for property managers and owners to report their comps on-line and eliminate the need for making multiple phone calls that often go unreturned. Properties participating in the survey receive custom reports for their property, a free web-site and other benefits to encourage nearby properties to send in their information on a regular basis.

The Bay Area Apartment Association publishes the completed survey after the first and third quarter of each calendar year. The survey includes over 90 pages of detailed information in Hillsborough, Pasco, Pinellas and Polk Counties with both current and historic data. Each issue is available for purchase in both digital and print format at a discounted price for BAAA members.

Members – \$39.00 Digital Format | \$59.00 Print Format
Non - Members – \$150.00 Digital Format | \$170.00 Print Format

Order online at www.baaahq.org
For more information: Please call 813-882-0222.

NAA Click&Lease
THE INDUSTRY STANDARD

Powered by Blue Moon Software



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

Learn more WWW.NAAHQ.ORG/LEASE

STRIKE THE RIGHT BALANCE BETWEEN RISK AND REWARD



Bay Area Apartment Association 2018 Trade Show

There's **NO PLACE** Like **HOME**

Thursday, May 17

4:00pm to 8:00pm

Florida State Fairgrounds

Special Events Center • 4800 U.S. Highway 301 • Tampa, FL 33610

Attendee Tickets: \$10

Buy yours at baaahq.org/events/2018-trade-show

Must be employed in the multi-family housing industry ages 18+ only.

Non-exhibiting vendors/suppliers are prohibited from attending.



Toss a Hat for APAC!

5 tosses for \$10 or
12 tosses for \$20



Complete Dorothy's Ruby Red Slipper Game Card

for your chance to win Dorothy's
Basket of **\$500 Cash!** 2 Winners!



Take a Selfie

with Dorothy, the Tin Man and their
friends using our Snap Chat filter!



Enjoy The Flying Monkey After Party

next door from 7:30pm - 11:00pm

Live DJ, cocktails, food, continued networking and
2nd game card drawing to take place at 9:00pm!