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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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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.

Tips for Apartment Emergency Preparedness

As a renter, the best thing you can do in any emergency situation is be prepared, which means planning carefully and knowing what to expect. All apartment-dwellers should have a plan for every contingency, from emergencies to severe weather to natural disasters. Follow these guidelines so you are better prepared for apartment emergencies.

BASIC APARTMENT SAFETY TIPS

There are a few preliminary precautions that every renter should take when it comes to apartment emergencies:

- Have an emergency kit on hand that is easily accessible at all times. This kit should include flashlights, batteries, a

first aid kit, a battery-powered radio, and at least three days-worth of water and non-perishable food items. Consider also buying a wireless charger for your cell phone.

- Establish a family emergency plan by identifying evacuation routes and the best shelter locations in and around the apartment. Let everyone know where the emergency kit is kept as well.

- As a renter, you should also consider buying renter's insurance and, if applicable, flood insurance. Apartment insurance can help replace your belongings if damaged in a natural disaster.

- Talk to your apartment neighbors about what to do in the event of an emergency. Figure out who has the

safest shelter locations, if anyone owns supplies like a backup generator, and if neighbors have any medical expertise.

- Find out if your cell phone can receive Wireless Emergency Alerts, which are a nationwide text emergency alert system. WEA-capable phones in the vicinity of dangerous weather will receive alerts in the event of impending bad weather.

HURRICANE SAFETY FOR APARTMENTS

Hurricane season is a dangerous time of year. The Atlantic hurricane season lasts from June 1st to November 30th, and the Eastern Pacific hurricane season lasts from May 15th to November 30th. High winds, storm surges, and flooding are all very real dangers to those in areas that are susceptible to hurricanes. That is why, if your apartment is in an evacuation zone and you receive an evacuation order, it is in your best interest to follow it rather than waiting the storm out. Oftentimes, those who stay behind in a hurricane suffer much more serious consequences than those who evacuate. Remember, a "hurricane watch" means a storm is predicted to arrive within 36 hours. A "hurricane warning" is issued within 24 hours of a storm.

If you do get stuck in your apartment during a hurricane, stay in a small central room like a bathroom, closet, or windowless hallway on the lowest level of your apartment. Keep your emergency kit with you and listen to the radio for news.

For more hurricane safety tips from the NOAA's National Hurricane Center, visit <http://www.nhc.noaa.gov/prepare/ready.php#planact> •

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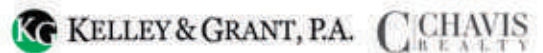
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CULTURE

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What is culture? What does it look like? We're in the apartment rental business – Why should we care about other people's culture and beliefs?

Culture is a shared set of practices that characterizes a society or group of people. Culture plays a large role in individual identities and influences who we are, just like our parents and ancestors. Culture can include clothing, food, traditions, rituals, ceremonies, spiritual practices and beliefs, language, family structure, and communication styles. Celebrating a diversity of cultural traditions promotes tolerance and un-

derstanding. Plus, it's fun to learn about our residents and better understand their cultural traditions.

The goals of Diversity Digest center on helping on-site team members to know and understand more about our residents, whether immigrant or native born. Anything that makes the rental process operate more smoothly, benefits the company, the staff and the residents.

The first step is to know and understand that we as providers can learn as much about ourselves as part of the process of learning about our residents.

Once we can begin to communicate more effectively, even with simple greetings and a warm smile we can begin to reach out to our residents by creating a simple plan to share with them some of the 'parts and pieces' of what we do without even thinking about it in a friendly non threatening way.

If your community has multiple immigrant residents from different countries it may make the transition into apartment living easier if you and the on-site team know about the about your new residents cultural traditions.

Why not consider hosting a mini-series of casual 'Meet & Greet' events that highlights different cultures represented at your apartment community. Invite the staff to participate and encourage your team to get to know more about what the Bay Area has to offer.

You can invite residents from different cultures to share their traditions, including language, dress, food, music, dance, songs, games and ceremonies. Explain that they will each have about 5-7 minutes to present their cultural traditions to the group. After the resident has finished, encourage guests to ask questions of the presenter.

End the event with ice cream bars and a selection of cookies (Mexican Wedding Cookies, Baklava, English Tea Biscuits, Chocolate Chip Cookies) and tea and lemonade. Poll the guests and line up a new group for the next time. •

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House of Floors has been a family operated business since 1989. Over the past 22 years we have become the premier provider in the state of Florida servicing 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 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 the only non-national flooring company that can service the entire state of Florida. Our success can be directly attributed to the way we do business. We offer the highest level of Customer Service, Coverage Area, and Turnaround Time, Quality, Competitive Pricing, and Environmental Responsibility.

Service

Does the company you are currently using, 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. Online ordering, over the phone, email, or via fax, we will take your order accurately and professionally no matter the modality you choose. We also understand the importance of "ease of doing business." Your time is important to us. That is why we offer a full array of

reporting tools to assist your company in controlling costs through our web based application.

Do you ever come across a situation where a renter didn't care for their flooring like they should have and it did not last its typical 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, Budget and Analysis tools, which can help you, control your capital expenditures.

Coverage Area & Turnaround Time

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

With 8 locations across the state of Florida, we can service your property with Guaranteed Next Day Installations from the panhandle, to sunny Miami and every area in-between.

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

House of Floors provides, "Guaranteed Next Day", and "Emergency Same Day", and Saturday services to meet all of your flooring needs, and best of all you no longer have to pay additional trip charges that other flooring companies charge.

Does the company you are using have a fully stocked warehouse to meet ALL of your flooring necessities, no matter how demanding?

If you need something done now or 6 months from now, 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 demanding schedule and always at the same competitive price.

Quality

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

With over 350 professional installers in Florida, we know how to guarantee the highest quality of work and materials. Our installers 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 our installations and materials always meet or exceed our quality assurance standards. Our installers are consistently graded on every aspect of their work, from the appearance, to timeliness and quality of installation. If you choose House of Floors, you can rely on the work to be completed on time, with the highest quality materials. House of Floors will not cut corners at the expense of your company or your residents - every time, guaranteed!

Peace of Mind

Do they provide lifetime installation warranties for the life of the carpet?

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Competitive Pricing

Does your flooring company offer competitive statewide pricing across every property?

Every proposal and installation is accompanied with 1/4" scale seaming diagrams. These plans are drawn to provide you with consistent yardage and cost savings. For companies with multiple locations, House of Floors is also proud to offer volume pricing in the event your property is undergoing a rehab or capital improvement upgrades.

Environmental Responsibility

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

It is up to all of us to ensure we minimize our environmental impact as much as possible, so this planet can be left for future generations to enjoy as we have. We are doing our part with an industry changing initiative to provide "cradle to cradle" solutions for your flooring needs. We provide materials that are environmentally friendly and will never enter a Florida landfill. Our exclusive "Eco" line of carpet provides your company with a way to control your company's environmental footprint. To learn more about our "cradle to cradle" philosophy look us up online at www.houseoffloors.com

Don't wait, contact us today!

We at House of Floors only know how to conduct business one way and it starts with honesty. 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 service, coverage area, turnaround time, quality, competitive pricing or the most environmentally friendly company, you will find everything you're looking for with House of Floors!

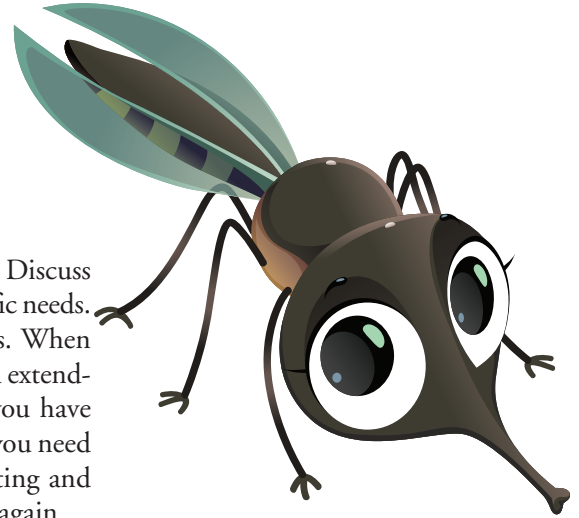


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MAINTENANCE MATTERS

Don't Get Stung!



They're Back. Florida's winter is officially over. Once again, the mosquitoes and other stinging, biting bugs are back. Not all mosquitoes are the same. They spread different diseases and bite at different times of the day. Some species bite during the day, such as those mosquitoes that can dengue and Zika viruses. Others bite most often at dawn and dusk, including those that carry West Nile virus.

With the return of high temperatures and humidity, it's time to get out your lightweight, loose fitting clothing to wear when you are on bug patrol. This type of clothing will help protect you from the sun and provides a barrier to mosquitoes.

It might be a good idea to have a team meeting to go over the things that will help reduce mosquitoes on the property and at the same time, do a "window screen" blitz to make sure everything on site is ready for the summer season.

If you routinely work with insecticides to control mosquitoes and other stinging pests, you may require additional

personal protective equipment. Discuss with your supervisor your specific needs. Always wear your safety glasses. When you are working outdoors for an extended period of time make sure you have insect repellent on hand when you need it. Wash your hands before eating and re-apply when going outdoors again.

Mosquito problems in your community are likely to come from water filled containers that your residents can help to eliminate. Be persistent about making sure that residents don't have standing water on their open, un-screened patios in flower pots.

Choose and use an insect repellent that contains DEET, picaridin or another EPA registered active ingredient on skin that is not covered by clothing. Always follow label precautions. See table below.

Make mosquito patrol part of your everyday walk through to help eliminate mosquito breeding grounds. Get rid of sources of standing water (e.g., buckets, cans, bottles, barrels and low spots near equipment). Drill holes in the bottom of recycling containers.

83.51 Landlord's obligation to maintain premises.—

(1) The landlord at all times during the tenancy shall:
 (a) Comply with the requirements of applicable building, housing, and health codes...The landlord, at commencement of the tenancy, must ensure that screens are installed in a reasonable condition. Thereafter, the landlord must repair damage to screens once annually, when necessary, until termination of the rental agreement.

Clear roof gutters of wet debris. Empty pet walk water station dishes regularly. Repair leaky outdoor faucets. If you have a car wash area, make sure there are no low spots where water can stand. Check for water leaks in the pool house or shower area.

2016's Zika Virus outbreak resulted in over 118 cases within BAAA's geographic area. To date, this year, there have been 3 cases investigated with no diagnosis to date. Indoors and out, if everyone makes mosquito control a priority, the on-site team and our residents will all benefit.

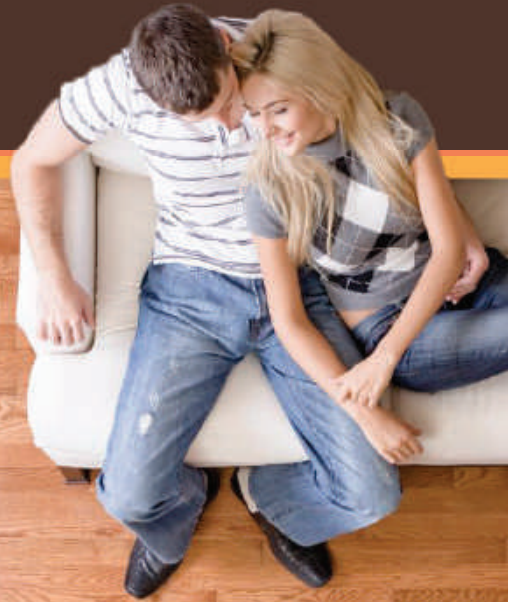
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Do's and Don'ts for Your Next Job Interview



Job interviews can be scary. Who in their right mind wants to try to paint a perfect picture of themselves in a 15 minute, basically one-sided conversation? Even interview warriors get nervous before the clock starts ticking. Keep in mind these do's and don'ts that you can use to make the interview process more successful.

Don't be surprised if your first interview is a phone interview, especially if there are several openings the company is trying to fill with qualified talented professionals. Prepare yourself by creating a quiet place near your phone, and make sure your phone is fully charged!

Don't Be Late. If you don't know how to get to the interview based on the traffic flow around your interview

time, go over a day or so before and make sure. GPS systems routinely send people to the wrong location. Plan to arrive about 15 minutes before your scheduled appointment and put your phone on silent.

Be Pleasant to Everyone. Treat everyone you meet along the way with courtesy and respect. Don't forget to smile and speak to anyone who comes in while you are waiting. You never know who may make the final hiring decision.

Be Prepared for the Expected and Unexpected. Move comfortably through the "tell me about yourself" questions and reach out to the interviewer in return for information about them. Most first interviews are made up of fairly straightforward and universal

questions. Do your homework. Learn as much as possible about the company and be prepared to ask good questions about their future plans or on going projects that may involve you if you are hired. If faced with a question or statement you don't fully understand, ask for more specifics without veering too far off the general topic.

Bring Pen and Paper. The interviewer will have already read your resume, but it never hurts to bring hard copies to the appointment. Along with extra resumes, a list of questions for the interviewer is a good idea to have handy in case of nerves or a blank moment which is very possible during a high stress experience like a job interview.

Dress the Part. Even if you know for certain that everyone in the office comes to work in jeans and tee shirts, do not dress that way for the interview. For women, a simple dress or black slacks and a nice top or jacket are good choices. For men, a pair of slacks, an open neck dress shirt and a sport coat are good options. No sneakers! Wear a pair of nice shoes.

Be Confident about what you can offer. This can be tricky. Take full credit for those things you do, but share the credit with co-workers who helped make the project a success. Let the interviewer know that you are a true professional, not just "a legend in your own mind."

Follow Up Right Away. Whether you want the job or aren't interested, a thank you follow up email is a requirement. Consider sending a thank you note by regular mail and try to stay in touch with the interviewer until the job is filled.

Information for this article was provided in part by www.wikipedia.com •

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Ducks...Ducks...and More Ducks...

Meet *Cairina Moschata*

Muscovy Ducks are native to Central and South America. Muscovy ducks were introduced in the mid 1960's in urban and suburban areas in Florida where they often occur in high densities. These birds were illegally released primarily by private individuals for ornamental purposes or as pets.

Muscovys are a non-native species that sometimes creates problems through competition and inbreeding with native species and can cause damage to property and transmission of disease. They are extremely prolific and local populations can increase dramatically in a short time. Muscovy Ducks are often a nuisance to property owners because of their droppings and aggressive behavior. As a result, contro-

versies frequently arise between residents who enjoy the birds and residents who consider them a nuisance. You will need to be consistent in applying your "No Feeding the Wildlife" policy. You don't want to be sued over a duck bite.

No permit is required to possess Muscovy ducks. However, both Florida Statute 379.231 and federal regulations 50 CFR 21.25(b)(8)(i) prohibit the release of Muscovy Ducks, so by statute they should be kept in a captive situation where they will not come into contact with native wildlife or escape captivity.

If the ducks are yours or have no identifiable owner and are on your property, Federal and state regulations will allow you to remove them without

a permit. Removal of ducks can be done by the landowner or by a hired nuisance wildlife trapper. You can obtain a list of nuisance wildlife trappers (searchable by county) at www.myfwc.com/contact/nuisance-wildlife/. Birds may be humanely euthanized, but remember, it is illegal to capture the ducks and release them elsewhere.

Nuisance wildlife removal is a commercial activity offered by private businesses. You should expect to be charged for nuisance wildlife control services which includes the capture and removal of the ducks. Get multiple quotes from different providers, request and check references, and check for any complaints filed with your local Better Business Bureau (BBB) or similar organization. •



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2nd Place - Chadwell Supply

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JAB-B-INC
Lifestyle Flooring
Milestone Management
On-Site
Quality Roofing Inc
Real Floors
SouthEast Floors

VOLLEYBALL PHOTOS



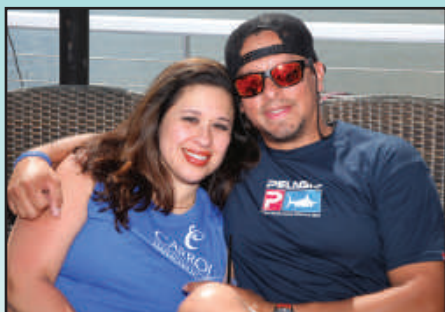
VOLLEYBALL PHOTOS



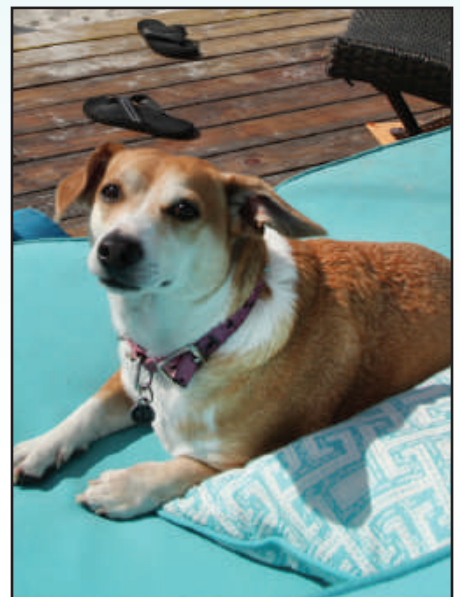
VOLLEYBALL PHOTOS



VOLLEYBALL PHOTOS



VOLLEYBALL PHOTOS



DINNER PHOTOS



DINNER PHOTOS





FIESTA

Bay Area Apartment Association



July 20



AUCTION



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.

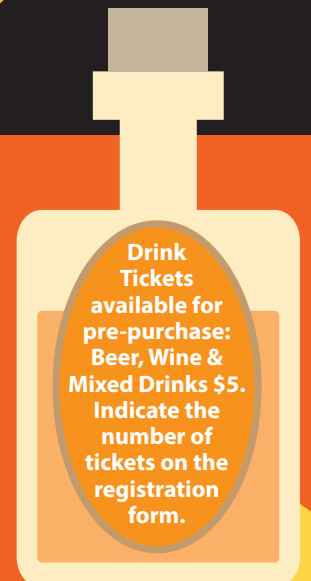
Maloney has worked with popular Comedy Stars like Tom Cotter, Colin Quinn, Kevin Nealon, Gary Owen, Tom Green, and has built a reputation as a crowd-pleaser in her own right by delivering bold, unapologetic humor to audiences around the country.

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!



Donate

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

Item: _____

Detailed Description: _____

The value of this item is \$ _____

- We will bring item to the BAAA offices.
- I/We pledge \$ _____ for an Individual Auction Item.
- Please invoice me.
- My check is enclosed, made payable to BAAA.

Company/Community Name: _____

Address: _____

City/State/Zip: _____

Phone: (____) _____

Fax: (____) _____

E-mail: _____

Contact Name: _____

- Donation Ideas: Jewelry • Designer Fashion Accessories
 High-end Homeware/Accessories/Decorations
 Group Beer/Wine Tastings • Restaurant Certificates
 Weekend Get-away Packages • Cruise Packages
 Sports Game Tickets • Electronics/TVs/Cameras/Phones
 Spa/Massage/Salon Packages • Themed Baskets
 Multifamily Industry Services • Theme Park Passes
 Paddle Board/Canoe/Sailing Rentals
 Car Wash/Detail/Maintenance Certificates
 Yoga/Gym Memberships • Autographed Memorabilia

Reserve

Company/Community Name: _____

Address: _____

City/State/Zip: _____

Phone: (____) _____

Fax: (____) _____

E-mail: _____

Attendees: _____

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

_____ Number of drink tickets I would like to purchase @ 5 each = _____

RETURN DONATION FORM BY 7/10/17
RETURN RESERVATION FORM BY 7/18/17 TO:
BAY AREA APARTMENT ASSOCIATION
19031 N DALE MABRY HWY
LUTZ, FL 33548
OR FAX TO: (813) 884-0326

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

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

A portion of the proceeds benefit BAAA Education Events.

Visit www.BAAAHQ.org

The best in online credentials & training from the best in the industry.

Grace Hill and the National Apartment Association Education Institute (NAAEI) have teamed up to create Visto—all the credentials and training property management professionals need. Train and learn course-by-course or on a subscription basis—and take your career to the next level.

Visto was created to provide easy access to nationally recognized, high quality, online credential programs and training courseware for leasing consultants, maintenance technicians, community managers, regional portfolio supervisors and industry suppliers who are committed to enhancing their professional development.

Visto will make it easier for you to:

- ✓ Increase your knowledge and skills to excel in your career
- ✓ Train on your time, online, and from any device
- ✓ Be trained by the best and have access to industry insiders
- ✓ Earn NAAEI Designation Credentials that will be recognized no matter where you move

Visto Courses Include:

- ✓ Certified Apartment Manager (CAM)
- ✓ National Apartment Leasing Professional (NALP)
- ✓ Certified Apartment Supplier (CAS)
- ✓ Certified Apartment Portfolio Supervisor (CAPS)

Visto also offers you the opportunity to take a variety of

NAAEI and Grace Hill approved free standing continuing education 'Credentials Plus' courses to maintain your hard earned credential.

You'll have access to:

- ✓ Education sessions from industry leaders from NAA
- ✓ The latest in industry trends
- ✓ Advanced training in Leasing,

Maintenance, Management and Leadership

- ✓ Recorded previous NAA Education Conference & Exposition Seminars
- ✓ Business Etiquette
- ✓ Dealing with Difficult People
- ✓ Fair Housing and Beyond

Call Debra at BAAA for more information.

visto[^] 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

Three apartments, one difference

Smoke-Free Housing Policy



Promoted as "amenity"
Saved money on rehab
Saved time on turnover
Insurance cost decrease
No issues with enforcement

Fire damage
\$\$\$ in rehab costs
Tenant complaints
Less market value

84% of adults in Florida are non-smokers



4 out of 5 would prefer a smoke-free building policy

Add an amenity that will subtract your costs

**We
can
help!**



Hillsborough



(813) 238-4034

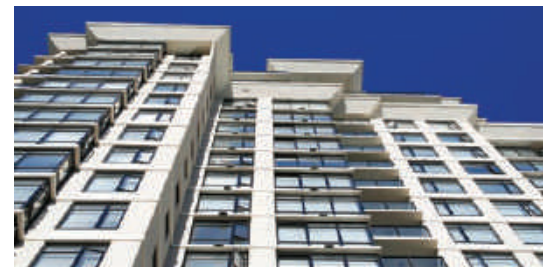
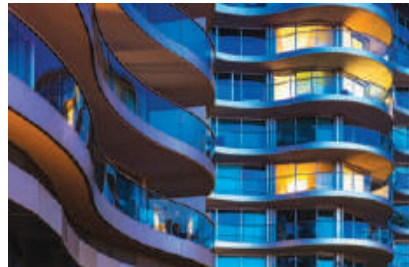
Pinellas



(727) 588-4040 ext 3170



APARTMENTALIZE.



Get focused. Get inspired. Get going.

The NAA Education Conference & Exposition is headed to Atlanta, and you'll want to start planning now. It's the main event. The big one. The apartment industry's can't-miss gathering of 2017. We've added more education, solutions and networking than ever before. So get ready. It's time to apartmentalize.

Register today!

Learn more at www.naahq.org/educonf.

June 21-24, 2017 | Georgia World Congress Center | Atlanta

2017 Bay Area Apartment Association Trade Show: Your Best Bet Ever!



**THURSDAY, MAY
18TH FROM 4:00 -
8:00 PM AT THE
FLORIDA STATE
FAIRGROUNDS
SPECIAL EVENTS
CENTER** 📍

SPONSORSHIP OPPORTUNITIES

♠️ HIGH ROLLERS (\$160)

Inclusion in after party sponsorship with banner in trade show hall and logo in all marketing materials. Inclusion in "Full House" contest game card. Attendees will visit your booth for needed stamp.

♣️ PIT BOSS (\$250)

High Roller benefits included along with directional parking signs in lot with logo.

♥️ PHOTOS (\$500) LIMIT 2

Pit Boss sponsorship benefits along with logo on photos taken as attendees enter show.

♦️ MONEY BAGS (\$500) LIMIT 4

Pit Boss sponsorship benefits along with logo on bags given out as attendees enter show.

🌀 CHARGING STATION (\$1000)

Contact us for details on this premier sponsorship.

BOOTH SELECTION & REGISTRATION

- 📍 Visit <https://www.baaahq.org/events/annual-trade-show> to use our online map to select your booth starting on Wednesday, February 22nd at noon.

TRADE SHOW EXTRAS

- 📌 Admission Tickets: \$5 in advance or \$10 at the door for attendees. Buy in bulk! Buy 10 get 12 tickets, Buy 20 get 25 tickets.
- 🍷 APAC Ring Toss: 5 tosses for \$10, 12 tosses for \$20 or \$50 pick your top shelf wrapped bottle! Don't forget to bring your unopened bottle of wine or liquor to donate!
- 🎉 Free After Party from 7:30-11:00pm on fairgrounds property for continued networking, snacks, cocktails and music! Grand prize cruise drawing to take place at 9:00 pm! Invite your clients and friends!

EDUCATION & EVENTS

MAY 2 & 3 CAM COURSE

8:30am to 5:00pm

Greystar

**4030 W Boy Scout Blvd #800
Tampa, FL 33607
(also June 6 & 7)**

MAY 10 "THE BEST VERSION OF YOU"

**How to use Persuasion to Gain,
Maintain & Retain Customers
with Deborah Gardner, CMP**

8:30am to 12:00pm

**Marriott Hotel Westshore
1001 N Westshore Boulevard
Tampa, FL 33607
Members: \$25
Non-Members: \$35**

Do you want to elevate your career path to receive top results? Looking to achieve your goals even though the market is softening? Are you anxious to receive more business and gain more respect from your customers and/or co-workers? Today's business climate has changed dramatically. Professional success is important to everyone. But, one fact is universal: Real success is impossible without great business relationships. And, in the property management profession, real success is feasible only when you gain, maintain and retain customers.

BUCKLE YOUR SEATBELT!

No matter what role or title (assistant, maintenance, managers, vendors, owners, consultants, advertisers and more) you have in the property management profession, join this high energy, red bull on steroids, double espresso, content-rich, humorous and interactive program. Whether it's to provide better customer solutions, enhancing internal working relationships, reach a higher end result, crush it when selling, get ready to dive into a series of challenges to grasp new innovative ideas, techniques and strategies that work. The time has come to put YOU into action. Up for the challenge?

PRE-WORK:

Bring your frustrating challenges or issues that you are facing. Whether it's something while working with a customer or co-worker, let's solve them together to help create no vacancies.

TAKEAWAYS:

- Discover 3 key ways to create value for you and keep customers for life
- Learn what sales are really about in today's hyper-competitive world
- Participate while hearing answers to your internal and external daily issues

MAY 23 MORNING MOTIVATORS "MEETING OF THE MINDS... BRINGING TEAMS TOGETHER!"

9:00am to 10:30am

**Links at Pebble Creek
18940 Pebble Links Circle
Tampa 33647**

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.



MAY 25 BOARD OF DIRECTORS MEETING 4:30pm to 6:00pm Tampa Housing Authority

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



MAY 18 ANNUAL TRADE SHOW "YOUR BEST BET EVER"

4:00 to 8:00pm

**Florida State Fairgrounds
Special Events Center
4800 U.S. Highway 301
Tampa, FL 33610
Advanced Price: \$5
At the Door: \$10**

Join us for our annual trade show with a casino theme making it "Your Best Bet Ever!" to attend. There will be over 100 booths with vendors displaying their best products and services.

Try your luck at the APAC Ring Toss for bottles of wine and continue the night with a free After Party from 7:30 to 11:00pm featuring networking, snacks, cocktails and music!

Reserve early at www.baaahq.org!

JUNE 6 & 7

CAM COURSE

8:30am to 5:00pm

Greystar

4030 W Boy Scout Blvd #800

Tampa, FL 33607

I  **DAD**

JUNE 15

MEMBERSHIP

**LUNCHEON MEETING
VIP PANEL DISCUSSION**

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 representatives from Avesta, Michaelson Group, RAM Partners, Cortland Partners, and South Oxford Management.

EDUCATION & EVENTS

JUNE 21 THROUGH 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>

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

4:30pm to 6:00pm

Location TBD

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

How to Enjoy Attending the Trade Show

There's a bigger payoff at the trade show than just collecting free swag. The show offers a great chance to network and get up to date on the latest developments in your industry. Attending the trade show can be more productive if you do a little advance planning.

Here are some tips for making the most of your time:

- Get to know where the exhibits are and keep your interests and goals in mind. Knowing where your favorites are can help you lay out a plan that saves time and energy.
- Bring along plenty of business cards. It's also helpful to grab extra pens and paper for taking notes or jotting down ideas as you explore various exhibits.
- Bring a shoulder bag, briefcase or even a small suitcase with wheels to store the brochures, swag and other materials you collect to bring back to work, or home.
- What you wear should be appropriate, but your outfit must include extremely comfortable shoes. You'll be doing a lot of walking, plus you'll potentially be on your feet for a few hours.
- Once the show is over, wait a day or two and then follow up with any new prospects or contacts you've made. It can be a phone call or an e-mail, but it's vital that you maximize any opportunities that could stem from the show. It's the main reason for going.

**Register
for any event at
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	31			

MAY

MAY 2 & 3 (also June 6 & 7)

Certified Apartment Manager - CAM Course

8:30am to 5:00pm @ Greystar

MAY 10

“The Best Version of You” with Deborah Gardner, CMP

8:30am to 12:00pm @ Marriott Hotel Westshore

MAY 14

Mother’s Day

MAY 18

Annual Trade Show “Your Best Bet Ever”

4:00 to 8:00pm @ Florida State Fairgrounds

MAY 23

Morning Motivators

“Meeting of the Minds...Bringing Teams Together!”

9:00am to 10:30am @Links at Pebble Creek

9:00am to 10:30am @ TBD

MAY 25

Board of Directors Meeting

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

MAY 29

Memorial Day - BAAA offices will be closed.

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 15

General Membership Luncheon Meeting “VIP Panel Discussion”

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!”

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

JUNE 29

Board of Directors Meeting

4:30pm to 6:00pm @ Location TBD

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



Annual Trade Show

“Your Best Bet Ever”

DATE:

Thursday,
May 18, 2017

PLACE:

Florida State
Fairgrounds
Special Events Center
4800 U.S. Hwy 301
Tampa, FL 33610

TIME:

4:00 to 8:00pm

COST:

\$5 Advance Price
\$10 at the Door

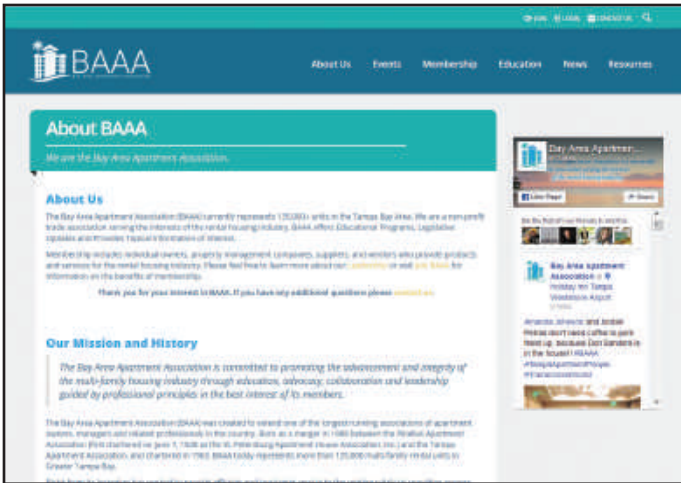
*Members must
log in at
www.baaahq.org
to register.*



Join us for our annual trade show with a casino theme making it “Your Best Bet Ever!” to attend. There will be over 100 booths with vendors displaying their best products and services.

Try your luck at the APAC Ring Toss for bottles of wine and continue the night with a free After Party from 7:30 to 11:00pm featuring networking, snacks, cocktails and music!

Reserve early at www.baaahq.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 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

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Ameriscape	13
Answer Florida	4
HCADA/FDOH	27
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Lifestyle Flooring, Inc.	11
Lindsey M. Porter, PA	36
Maintenance Supply Headquarters	15
PPG Paints	12
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. Please check your listing carefully. If you find something that is not right, complete the form below and return it to us. Please use this form for ALL changes or corrections to *Bayline*.

Company/Property _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____ Page # _____

Comments: _____

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

**MAIL TO:
BAY AREA APARTMENT ASSOCIATION
19031 N. DALE MABRY HWY
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 and purchase the 2017 First Quarter Survey which will be available May 1st.

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

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

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

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

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THE INDUSTRY STANDARD

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Pinellas: 727.577.9646

Fax: 727.578.2097

E-mail: 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

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