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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);

Graphic Design: Sandy Cox (saundercox@verizon.net); Photos: DaveMoorePhoto.com (727) 323-5077

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

Congratulations!

FAA Volunteers & Hall of Fame Award



Lisa Dailey
*VP Business
 Development
 Balfour Beatty
 Communities*

Lisa has fully embraced her leadership position with BAAA. She

has spent countless hours of her own time working with other leaders and staff to put systems in place that improve member services and increase financial stability. She has undertaken the re-writing the BAAA Budget Template and enhanced the reserve account in effort to strengthen our financial position. She is the catalyst to our renewed partnership with IREM and continually promotes attendance and educational events. She

has taken the lead on creating a new sponsorship program coming out for 2017 and she has been a key player in the revisions of the Bylaws. I don't think we could have met all of our goals without her. As an Executive Committee Member, she exemplifies what a Volunteer Leader is and can accomplish.



Lisa LaVigne
*Account Manager
 For Rent Media
 Solutions*

Lisa has gone above and beyond for our association this year. She has co-

chaired three committees which combined netted over \$25,000 for BAAA

and increased our membership numbers to an all time high, meeting our goals by the month of August. She has stepped into her role with the Associates Council and will lead them next year as their President. Her position as an officer will provide valuable feedback and guidance for future years. She is a true cheerleader for our industry and promotes our events and education classes to all her clients. She mentors other volunteers and prepares them to take active roles on committees. Although she has won this in the past she stands out with her bright smile and contagious attitude and for that we are grateful.



Nena Gang
*Hall of Fame
 Award Winner*

Nena Gang was always the person behind the scenes from the very first day I

came to BAAA and she was there for many years prior. I am a former President (2009 and 2010) and can tell you there was never a thing that Nena was not involved in on a daily basis. She made sure all things were done as soon as her group could get things done, and she was on top of all request from members, their needs and wants. Nena worked very closely with all the presidents before me, and up to the last couple of years, worked with all the presidents who have come after me.

I feel blessed to have been mentored by Nena and as a result have become good friends throughout the years. Nena has done so much for so many and I, along with the rest of BAAA, can't think of anyone more deserving of the Hall of Fame Award. I believe Nena is one of the smartest, caring and giving people in our industry.

– Robert Griffiths
 Former BAAA President

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When the Fire Marshal Comes Calling, Make a Call

By Kevin Schwartz, BAAA Government Affairs Director

There are two concerning actions in Hillsborough and Pinellas counties involving local fire marshals whose details are significantly different but result in one conclusion: You should not wait to call us when you are charged with violating the fire code.

In Hillsborough County, Fire Marshal Tammy Zurla has decided that her inspectors should start measuring the openings of windows that are intended to provide secondary egress – such as from a second-floor bedroom in a town-home. The fire code – since 1976 – has said such openings should measure at least 5.7 square feet.

Her inspectors cited a community – which had been inspected many times previously – with openings of just 5.4 square feet (which, of course, were all approved by the department during

construction). Remember, this is not so that residents can get out. It is so a firefighter wearing full equipment can get in. There has never been reported an incident in the jurisdiction where anyone was injured or killed because a firefighter could not gain access through a too-small window opening.

The remedy – replace all the windows. Or, hardwire all your smoke detectors together. If you wonder what one thing has to do with the other, the answer is nothing other than both would cost hundreds of thousands of dollars and not make anyone safer.

But Zurla is using the leverage on the window opening issue to get what they really want, the smoke detector wiring – even though such an alternative is not contemplated in the current fire code. Why, all of the sudden, is this happening after so many years of not happening? We are still asking that question as we work through the issue with the cited properties.

In Clearwater, the fire marshal has decided that so-called personal trash removal services, such as those provided by Valet Waste, Invisible Waste and others, are simply no longer allowed – no if's ands or buts – get out, now. Except that the same fire marshal, Ronald Neuberger, approved this service for at least two communities while they were under construction during the last three years.

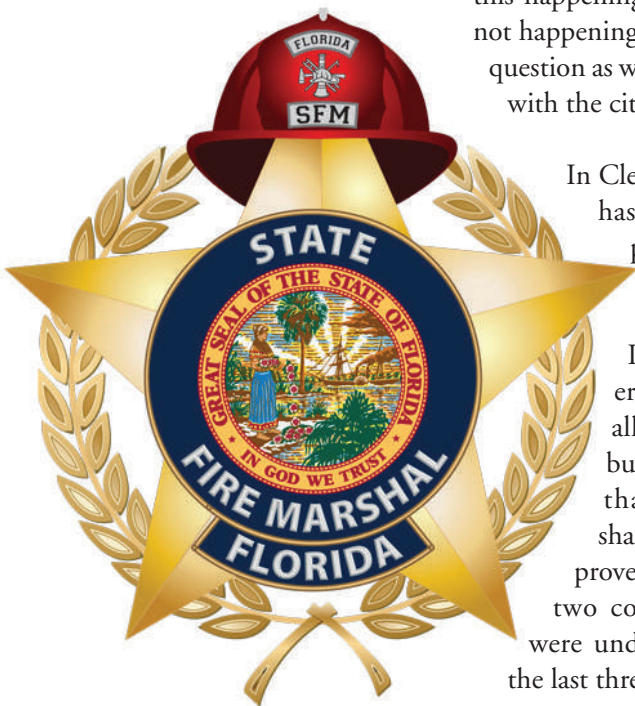
What changed? We are still asking that question as of this writing as well. But it appears the 19 fire marshals in Pinellas County had gotten together and targeted this service county wide for blanket prohibition, and Clearwater was just the tip of the spear.

Clearwater is citing a section in the code that prohibits “obstructions” such as the bins in service in multi-family hallways and/or breezeways. We do not think that is a reasonable interpretation of the code and are fighting it on several fronts along with the action in Hillsborough.

The common issue here is that members waited waaaay too long to involve the association, and now outcomes are uncertain versus what could have been achieved had we been involved right away. And if you have a community in Pinellas – any of the towns or the unincorporated parts of the county – or in unincorporated Hillsborough – these enforcement actions are coming your way.

Please consider me your personal regulatory hotline. If the fire marshal comes calling and says you must do something, call your boss first, then call me immediately at 727-290-8238, day or night, weekdays or weekends, 24/7.

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





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Communications 101

Enhancing Written Communications

Editor's Note: This is the fourth and final installment of Communications 101 which has hopefully given your team members a basic introduction to Cultural Awareness. The goal has been to improve communications for people working within multi-cultural environments and to create a better comfort level for many new residents who are grappling with language issues, work challenges and helping their children adjust to new schools and American customs.

Translating notices, etc. is great if you have the time and budget. If not, having clearly written notices and documents is even more important. After all,

many people will be reading them in a second language rather than their native language. Below are some tips about creating hand written or typed letters, notices or directions that are clear and easy to understand.

Remember the same tips we provided for spoken communication. Use plain English wherever you can. Choose words that have a clear meaning.

- Don't use slang, gestures or jargon in your communication. "Cool" "LOL" and the (peace sign) when included in your correspondence may not translate the same as it does in

English interpretations.

- Make sure terms are clear. You may need to explain acronyms, e.g. B&B for Bed and Breakfast, or words and expressions that newcomers to your organization may not understand. You can explain them in written materials, or provide a brief company history that includes your community's policies and procedures with all the terms that new residents may need to know.

- Keep it simple. Think about who will be reading the notice or letter and remove unnecessary details. Explain major points in more than one way. For instance, the date that rent is due, not the day you moved in.

- Be clear when you are changing the general subject into a new direction if you have several topics to cover.

- Pictures speak louder than words. Use diagrams to further detail your instructions. For example, you could put a picture of a mobile phone with a red line through it to show that people are not allowed to use them.

- Give people more time. Give instructions, maps and agendas for appointments or meetings in advance, so residents and prospects have time to read them properly and know what they need to do.

Information for this article and guide was provided with thanks and permission from Kwintessential Consulting, Ltd. at www.Kwintessential.co.uk

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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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Light Up Your Holidays with Rope and Seasonal Lighting

The holiday season will soon be underway in full force. As the days grow shorter, it is more important than ever to make sure that all of your community's lighting is in good working condition. Take the time to check that all lighted outdoor signs are clean and free of dead bugs, litter and checked over for frayed wires, burned out or flickering light bulbs. Parking lots and community common areas will benefit from a cleaning and a lighting check up as well. If you plan to hang or put up lighted displays or use rope lighting to showcase your entrance ways, now is the time to get a head start to make your property inviting and safe.

Lighting facts labels provide you with information to help you get the most bang for your energy buck. These labels are required by the U.S. Federal Trade Commission to appear on light bulb packaging. Facts include brightness, estimated yearly cost, life expectancy, light appearance, energy used and mercury information.

Since 2014, all standard 100 , 75 , 60 and 40 watt incandescent bulbs are being phased out and will no longer be produced. A number of specialty

incandescent bulbs will remain available.

It is also a common misconception that the brightness of a light bulb is measured in Watts. Watts actually measure energy usage, while Lumens measure brightness.

By comparing the lumens and life of different bulbs of the same wattage, you can select light bulbs that provides you with the best combination of light output and length of life. Your supplier partners will be happy to advise you and suggest the best combinations for all your lighting and lamp needs.

Compact Fluorescent (CFL) and Light Emitting Diode (LED) bulbs are the most energy efficient light bulb options. They have lower wattage than incandescent bulbs, but emit the same light output. This allows them to produce the same amount of light, but use less energy.

Both are available for outdoor use; just make sure the packaging indicates the bulb is rated for outdoor use. If the outlet is wired for a dimmer or three way bulb, make sure you purchase a CFL or LED rated for the specific use the bulb is rated for. LED's don't contribute to heat build up which helps save on air

conditioning.

Fluorescent bulbs or tubes are filled with mercury vapor that emits UV light when electricity is applied. The bulbs/ tubes have a coating inside that turns the UV rays into visible light. Fluorescent lights have been traditionally a linear light source, but also come in u shaped and circular.

Halogen incandescents meet the energy efficiency standards and aren't being phased out. They give off the same quality of light as the old bulbs, but save 25% on energy costs. They do cost more than the originals, but less than LED's or CFLs. Halogen bulbs do not contain mercury.

Rope lighting and tape lighting can be used in a variety of interesting ways, especially on older properties that are undergoing moderate make-overs. Rope lighting used indoors or out can be festive and practical for a reasonable investment that can increase curb appeal.

Energy efficient lighting is yet another way to reduce overall energy costs.

Information for this article provided in part by www.1000bulbs.com

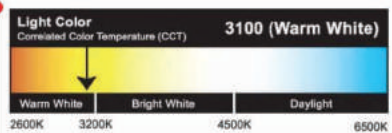
LIGHTING FACTS:
Like a Nutrition Facts label, Lighting Facts is your quality guarantee that a lamp performs as stated.

LIGHT COLOURS:
Using light colour or the "Rainbow" guide helps pick the bulb for the application.

Warm White = Homes
Bright White = Institutional
Daylight = Industry

Lighting Facts™

LED Product

Light Output (Lumens)	840
Watts	9
Lumens per Watt (Efficacy)	93
<hr/>	
Color Accuracy Color Rendering Index (CRI)	87
<hr/>	
Light Color Correlated Color Temperature (CCT)	3100 (Warm White)
	
<hr/>	
<small>Visit www.lighting-facts.com for the Label Reference Guide.</small>	
<small>All results are according to IESNA LM-79-2008: Approved Method for the Electrical and Photometric Testing of Solid-State Lighting.</small>	

LIGHT OUTPUT:
Lumens measures light output. The higher the number, the more light is emitted, therefore the brighter the light. Use the following to help identify the amount of lumens needed for traditional lamp wattages replacement.

400 Lumens = 40W
800 Lumens = 60W
1000 Lumens = 75W
1200 Lumens = 100W

LUMENS PER WATT MEASURES EFFICACY.
The higher the number, the more efficacious the product. A traditional 40W incandescent is 10 lumens per watt (400 divided by 40).



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.



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

Ten Steps to Success

Many of the following recommendations are just common sense, but you'd be surprised how many managers neglect to follow them. Follow the steps and you can achieve the Holy Grail of the work place: the ability to motivate your employees to move mountains! (And they'll be happy with their jobs while they do it.)

Step 1: Clearly define your vision. Make sure that your vision is provided as a roadmap for your employees, and that they know each twist and turn.

Step 2: Give employees what they want and need. Don't just assume that each and every one of your employees has all the tools, training, and support from supervisors they need — check in with them personally and find out.

Step 3: Communicate well and often. Training sessions, memos, newsletters, FAQs, and regular meetings can all be used to present your vision to your employees. Make sure to ask questions, and if they are confused, redesign the way the information reaches them.

Step 4: Get everyone engaged. Figure out a way to get all of your employees engaged in planning and decision making. That way the project becomes their baby: something they're willing to fight for.

Step 5: Coach for success, and practice random acts of kindness. Feedback is another great motivator. Don't wait for the annual reviews; instead, offer feedback as often as possible. Positive feedback should be given right away, to encourage more of the same performance. Negative feedback should also be given asap so that workers have the opportunity to

self correct. Schedule weekly meetings with key employees, to provide an opportunity to discuss ongoing projects and issues. These meetings don't have to take a lot of time, and they can build strong working relationships.

And don't forget to say "Thank you!" for a job well done. It's a powerful motivator, and should be done as often as possible. Publicly acknowledging your teams contributions is even better.

Step 6: Act fairly, respect, and create trust (don't be a jerk). Use your judgment, wisdom, and experience to create a supportive environment. When problems arise, examine the circumstances, understand the context, and only then pass judgment. Respect and trust your team and you will get the same in return. If you make a mistake, apologize and admit you were wrong. This will allow your employees to relate to you better,

and they will appreciate your honesty.

Step 7: Trust and verify, but also try to make work fun. Good bosses pay attention to the big picture and the details, and care about both the residents and the employees. A good way to show that is be involved in the day to day process and pay attention to what is going on. And remember to do this with a smile on your face. Lighten up! Making work fun really pays off, since people often get a lot more done when they enjoy themselves.

Step 8: Pay attention to high potential employees. To keep them engaged, consider putting more resources into career development and training. Or perhaps you can give them new projects that will help the company adapt to the changing market, grow, and develop.

Step 9: Be creative and plan for future changes or cutbacks. The key is for employees to trust that management is doing everything possible to retain them. Have voluntary steps in mind to reduce costs in case of an on-site crisis during challenging times. Having a safety net in place can help the entire team survive.

Step 10: Implement incentive programs. They have been shown to be highly beneficial in motivating employees, and a major benefit is that the cost can be based on actual performance and paid out only after an employee has reached the desired goal. "Do good and you'll get rewarded" makes a positive impact on the company as a whole, with employees working harder to meet the goals.

Excerpted from Sirota Survey Intelligence summary "The Enthusiastic Employee" www.sirota.com •



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Remember... There is No "I" in Team

Finding and keeping a good team can be a difficult task. Holding on to key team members can sometimes be even harder. Here are some tips to help make the managers job easier.

CREATE WAYS TO GROW

Once you have a good group together, look for ways to keep them challenged and excited about what they do every day. Implement a cross training program for every position with no exceptions. Set aside an hour a week for just one team member to explain what they do, how they do their specific job and then spend another hour one on one with their training partner actually doing their job. The next week, you are the trainee. As you work your way through the cross training, ask for suggestions or ideas on how to improve on each team members job duties, including yours. This takes patience, but pays big dividends down the road.

HAVE CLEAR CRITERIA FOR EACH TEAM MEMBERS POSITION

Make sure you know and they know what they're supposed to do and then make sure you can check in a tangible way to see that they're completing their tasks. If there is confusion about a specific employees job description or duties, work with all parties involved to resolve the issue. Be sure to properly thank your crew for the good job they are doing for the residents and the company.



**FOSTER A REAL
OPEN DOOR POLICY**

Have an open mind and truly listen to what is said or more importantly, what is left unsaid. Focus on the positive things going on and add suggestions and discuss issues and problems that need to be addressed. Be open in those conversations to listening to hear the direction the employee wants to take.

DON'T OVER-MANAGE

Come alongside your employee and guide them towards their tasks instead of dictating what they should do. Everyone wants to be in charge of something without someone breathing down their neck.

**KEEP THE LINES OF
COMMUNICATION OPEN**

Make sure employees can contact you via email, phone or text. Continue communicating through good and bad times. Make sure your employees know and understand your preferences for screening your calls, dealing with vendors and residents without an appointment. Don't just tell your team when something is wrong but instead be in an open communication so that you hear about everything you might need to hear.

*Excerpted in part with thanks from
www.registersigns.com •*



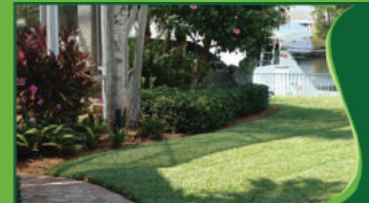
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How We Receive and Process Criticism



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MSH #	Ton	Mfg#	Dimensions L x W x H
225800	1.5 Ton	GAW14L18C21S	29-1/4" L x 29-1/4" W x 30" H
225801	2.0 Ton	GAW14L24C21S	29-1/4" L x 29-1/4" W x 30" H
225802	2.5 Ton	GAW14L30C21S	29-1/4" L x 29-1/4" W x 36-1/4" H
225803	3.0 Ton	GAW14L36C21S	35-1/4" L x 31-3/4" W x 33-1/4" H

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How open are you to customer feedback? It's not one of those questions we really like to answer. And, are we ever truly honest with ourselves? Let's think about how we receive and process criticism.

Most of you spend a fair amount of time discussing ratings and reviews. You have talked about how to ask for reviews, how to respond to reviews, and even how different generations react to reviews. Now may be the time to examine yourself if you want to continue to make significant improvements.

We need to make it a goal to openly receive and process criticism and customer feedback. Most of us loathe feedback, even if we don't admit it. Just the idea of it can create anxiety. However, it does get easier over time. Criticism is an inevitable part of business, and you should never try to avoid it. It could actually be the key to your success.

To keep an open mind, you need to know how you personally receive feedback. How do you process it, and how long does it take for you to process it? Getting negative customer feedback (whether an external or internal customer) is kind of like getting a less than desirable performance review or mystery shop. People often react poorly by getting defensive, or they stop listening, or they even get angry.

A long time ago, there was a manager who had a really hard time with feedback. As soon as something negative was said, she would shut down and stop listening. She would get so focused on the first point that she couldn't see the entire picture to understand how to improve things. Her response was actually one of the best things that happened. It has made me more self aware. I was able to step back and evaluate myself and my own flaws and areas for improvement.

I realized that I can be dismissive of things I don't want to hear. So, now, I read through the feedback and have those dismissive moments and maybe

silently utter a few inappropriate words. Then I go back a few hours later and read it again with an open mind. Some of us need more time than others to receive and process criticism, but that's okay. The important thing is keep an open mind.

This may be the right time to check out your response mechanisms and look for ways to fine tune your approach to dealing with reviews, criticism and customer feedback.

Excerpted with thanks from www.epm-online.com •



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Gift Buying Tips

When shopping for hard to buy people you want to focus on: Usefulness, Surprise, and Quality.

1. A Gift Should Be Useful. When you give a gift to someone it has to be something that they will use over and over again. Ask yourself, "If someone was giving this to me would I reuse it?"

2. A Gift Should Be A Surprise. Nothing is more exciting than not knowing what someone buys for you. One way to surprise people is to give them their gift a day before they should be receiving them. It says that you knew the day was coming and you were proactive about surprising them.

3. A Gift Should Be Of Good Quality. Purchase something that they probably wouldn't buy on their own because it is a little luxurious, but not overly expensive. It says "Hey I'm thinking about you and I want you to have the best quality." •



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CASINO NIGHT PHOTOS



2016 Gold Medallion Awards

Installation of Officers & Directors

Friday, December 9, 2016

6:30pm to 12:00am

A La Carte Pavilion

4050 Dana Shores Drive • Tampa, FL 33634

\$75 Per Person

Register at www.BAAAHQ.org by 12/7/16

Captain's Dinner
Dress to Impress

Deadline for Nominations is 11/11/16.
Submit yours today at www.TheGMAs.com



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2016 Gold Medallion Awards

Installation of Officers & Directors

Friday, December 9, 2016

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Award, Program, PowerPoint Recognition	With Logo	With Logo	With Logo	Line Only	Line Only
Ad in Event Program	Full Page (4.7 x 7.5)	Half Page (4.5 x 3.75)	N/A	N/A	N/A

Sign up to be a Sponsor at www.BAAAHQ.org by 11/11/16

EDUCATION & EVENTS

NOVEMBER 9
CONNECT EVENT
HOSTED BY THE YOUNG PROFESSIONALS

6:00 to 8:00pm
Location TBD
Free

NOVEMBER 16
YOUNG PROFESSIONALS
COMMITTEE MEETING

8:45 to 10:00am
Tempo at ENCORE
1102 Ray Charles Blvd
Tampa, FL 33602

NOVEMBER 17
BOARD OF DIRECTORS MEETING

4:30 to 6:00pm
Rusty Pelican
2425 N Rocky Point Dr
Tampa 33607



NOVEMBER 17
DINNER MEETING:
FAIR HOUSING AIN'T
FAIR...IT'S EQUAL
WITH THE APARTMENT
DOCTOR: DOUG CHASICK

6:00 to 8:30pm
Rusty Pelican
2425 N Rocky Point Dr
Tampa 33607
\$45 Members/\$55 Non-Members

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.

Join us for November's Dinner Meeting when The Apartment Doctor, Doug Chasick will present a short version of the seminar from earlier in the day focused on Fair Housing!

NOVEMBER 17
FAIR HOUSING AIN'T FAIR...IT'S EQUAL
WITH THE APARTMENT DOCTOR: DOUG CHASICK

12:30 to 4:00pm
Rusty Pelican
2425 N Rocky Point Dr
Tampa 33607
\$30 Members/\$45 Non-Members
(Until November 9)
\$40 Members/\$55 Non-Member
(November 10-17)

Join us for a dynamic Fair Housing Seminar with Doug Chasick. You will learn how to implement industry best practices to comply with the Fair Housing laws. Practice effectively interacting with customers so as to avoid the most common Fair Housing pitfalls. And, learn how to coach employees and contractors to ensure Fair Housing compliance.



Happy Thanksgiving

DECEMBER 15
BOARD OF DIRECTORS
MEETING
4:30 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.



DECEMBER 9
GOLD MEDALLION AWARDS
Installation of Officers & Directors
Industry Recognition Awards Ceremony
& Captain's Dinner
6:30pm to 12:30am
A La Carte Pavilion
4050 Dana Shores Dr.
Tampa, FL 33634
\$75 per person
Dress to Impress
Register online at www.TheGMAs.com

The Gold Medallion Awards originated in 1991 as a way to recognize the individual efforts of on-site personnel, outstanding associate members and the outstanding communities in the Bay Area Apartment Association. These Gold Medallion Awards were created to honor outstanding members, who by their participation, have had a positive impact on the apartment industry.

There is an online nomination form. Electronic photos of nominees and communities are required and a \$25 entry fee for each nomination submitted except for Associate awards. The deadline for nomination submission and accompanying photos/logos is November 20. Go to www.TheGMAs.com

Sponsorships and advertising is available, deadline is November 11. Go to www.TheGMAs.com

**You can register
for any event at
www.BAAAhq.org**

**Members must log in
to the website to receive
member pricing.**

**QUESTIONS?
CALL BAAA
(813) 882-0222**

*Reservation and cancellation
deadlines are 48 hours prior to
event. No-shows and
non-cancelled reservations
will be billed.*

*All Certified courses must be
prepaid and reservations and
cancellations are accepted up to
7 days prior to the NAA course,
after that, a \$100 cancellation
fee is applied.*

CALENDAR

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

NOVEMBER

NOVEMBER 9

Connect Event Hosted by the Young Professionals

6:00 to 8:00pm, Location TBD

NOVEMBER 11

Veteran's Day

NOVEMBER 16

Young Professionals Committee Meeting

8:45 to 10:00am at the Tempo at ENCORE

NOVEMBER 17

Fair Housing Ain't Fair...It's Equal with Doug Chasick

12:30 to 4:00pm at the Rusty Pelican

NOVEMBER 17

Board of Directors Meeting

4:30 to 6:00pm at the Rusty Pelican

NOVEMBER 17

Dinner Meeting

Fair Housing Ain't Fair...It's Equal with Doug Chasick

6:00 to 8:30pm at the Rusty Pelican

NOVEMBER 24

Thanksgiving

BAAA offices will be closed on November 24 & 25

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

DECEMBER

DECEMBER 9

Gold Medallion Awards

Installation of Officers & Directors

Industry Recognition Awards Ceremony & Captain's Dinner

6:30pm to 12:30am at the A La Carte Pavilion

DECEMBER 15

Board of Directors Meeting

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

DECEMBER 24

Hanukkah Begins

DECEMBER 25

Christmas

DECEMBER 26

Kwanzaa Begins

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

Dinner Meeting

Fair Housing Ain't Fair...It's Equal with Doug Chasick

November 17, 2016



Join The Apartment Doctor, Doug Chasick as he presents a condensed version of his day-long seminar including implementing industry best practices to comply with the Fair Housing laws; effectively interacting with customers; and, how to coach employees and contractors to ensure Fair Housing compliance.



6:00 to 8:30pm
Rusty Pelican
2425 N Rocky Point Dr
Tampa, FL 33607

Members \$45/Non-Members \$55
Walk Ins: Members \$55/Non-Members \$65

Register at www.BAAAHQ.org



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Rivertree Landing Apartments

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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:
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ORDER YOUR 2016 THIRD QUARTER SURVEY



Now owners and property managers throughout the Bay Area can simply log on to www.baaahq.org and purchase the 2016 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.



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