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CONTENTS

12

The Beatitudes of Leadership

14

Helpful Things to Say to a Stressed Out Person instead of "Calm Down!"

16

7 Marketing Mistakes That Can Come Back to Haunt You

18

What About My Roof?

19

Maintenance Appreciation Night Photos

28

2019 Maintenance Mania Sign Up and Sponsorships

30

2019 Proposed Slate of Officers & Directors

36

Diamonds & Pearls Gala Gold Medallion Awards

On the Cover

Happy Thanksgiving!

REGULAR FEATURES

4 Government Affairs • *And the Winners Are...*

6 Maintenance Matters • *Lead Paint Be Aware & Beware!*

9 Associate Spotlight • *Moreland Company USA*

10 Diversity Digest • *Celebrate Thanksgiving with a Multicultural Flair*

11 New Members • *Welcome*

31 Education & Events • *November & December*

32 Calendar • *November & December*

33 Membership Meeting • *Fall Social with Board of Directors*

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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And the Winners Are...

By Robert Griffiths, BAAA Government Activities Director

November 6 is the day when we find out what will change in our local government races and all the winning candidates at the State level including the Governor, Lieutenant Governor, Chief Financial Officer, State Attorney General and Commissioner of Agriculture & Consumer Services. Voters will also be choosing the candidate of their choice for members of the Florida House and Senate plus a host of local candidates.

After the election, all of us need to make an effort to learn who our local and state elected officials are once the name calling blame game is over. The Bay Area Apartment Association relies on getting to know the winners who might be friendly to our association. More importantly, we need to do a

better job of learning more about any elected officials who may be interested in and supportive of any issues that could impact the multi-family housing industry, BAAA's owners, members or the residents who live in our communities.

The Florida Apartment Association will once again host the annual Florida Legislative Days February 5 and 6, 2019 in Tallahassee. Add these dates to your calendar and plan to attend representing BAAA as we meet for a day of meetings and legislative briefing before our members visit our elected legislators and share our concerns, suggestions and positive statements with our Senators and Representatives. As soon as the election is over and winners announced, please contact your newly elected or re-elected officials, introduce yourself by phone or e-mail

and congratulate them. This will begin to lay the ground work to urge them to support fully funding the Sadowski Affordable Housing Trust Fund.

It is critical that we continue to champion the Sadowski Affordable Housing Fund and ask for the use of those funds to be made available in their entirety. The need for affordable housing is at a critical level, not just housing for those who are under served or underemployed but also for workforce housing for law enforcement, firefighters, teachers and others who cannot continue to live in housing that is beyond their income level.

Please make it a priority to communicate with the Governor and all the newly elected State leaders before the end of this year and plant the seeds about the severity of the need for affordable housing as more and more new apartment community's continue to push rental rates higher leaving many medium income workforce individuals slowly being crowded out of available housing that is affordable and available for our residents.

The outcome of the Florida Constitutional Amendments will be decided after the election. Next month we will update you on the Amendments that passed and any other information that may impact our industry.

Please take the time to mark your calendar for the FAA Legislative Days on February 5 and 6. If you have never attended this event, you will learn more about Florida's Legislative inner workings and return home with a new respect for how hard the multi-family housing industry works on behalf of our owners and residents. •

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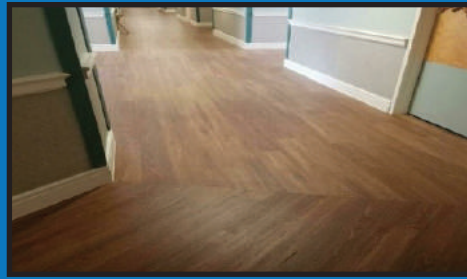
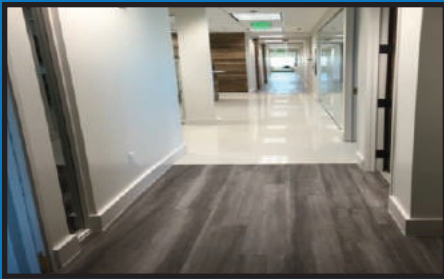


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Lead Paint Be Aware & Beware!

The EPA announced in late October that 141 federal enforcement actions have been completed in the past year to ensure companies including renovation contractors comply with the EPA's lead safe practices to protect the public from exposure to lead from lead based paint. The enforcement actions included civil administrative settlements, civil complaints and default orders by the EPA. These cases resulted from referrals, tips, and complaints from local authorities and others. In some cases, the work was performed by untrained and uncertified onsite maintenance personnel. If you are not trained or certified...Don't do it.

Contractors who were cited violated the Toxic Substances Control Act, the Residential Lead Based Paint Hazard Reduction Act, or the Renovation, Repair, and Painting (RRP) Rule among other rules. The 141 federal enforcement actions in 2018 represents a 9% increase from the 127 announced last year by the EPA.

Settlements with EPA require alleged violators to come into compliance with the law and pay civil penalties. In the past year, lead based paint settlements totaled obtained more



than \$1.2 million in civil penalties. EPA obtained voluntary commitments to perform lead based paint abatement projects in several settlements.

EPA's Residential Property Renovation Rule, also known as the "Renovation, Remodeling and Painting Rule" (RRP Rule), implements a provision that Congress added to the Toxic Substances Control Act to ensure that residential renovations would not expose occupants to dangerous levels of lead from the lead based paint often present in residences built before 1978.

The RRP Rule requires firms performing renovations for compensation in pre-1978 apartments and homes to be certified and to use

specific precautions, including lead safe work practices, to reduce the risk of exposure to lead, unless the firm documents that testing of building components prior to renovation demonstrated less than the regulated concentration of lead in surface coatings on the components.

Owners and managers of apartment communities built prior to 1978 are required by Federal law to provide certain important information about lead paint before prospective renters signs their lease. Landlords must give prospective residents of buildings built before 1978 the following information:

- An EPA approved information pamphlet on identifying and controlling lead based paint hazards, "Protect Your Family From Lead In Your Home". (See English and Spanish Versions on-line at www.epa.gov).
- Any known information concerning lead based paint or lead based paint hazards pertaining to the building. For multi unit buildings this requirement includes records and reports concerning common areas and other units when such information was obtained as a result of a building wide evaluation.
- A lead disclosure addendum attached to the lease, or language inserted in the lease, that includes a "Lead Warning Statement" and confirms that you have complied with all notification requirements.

Information for this article provided in part by www.epa.gov.

BAY AREA APARTMENT ASSOCIATION SUMMARY ANALYSIS OF 1979 OR OLDER UNITS

Total Units Reporting as of 3/31/18	Total Units Built prior to 1979
173,447	40,351

Disclosure of Information on Lead-Based Paint and/or Lead-Based Paint Hazards

Lead Warning Statement

Housing built before 1978 may contain lead-based paint. Lead from paint, paint chips, and dust can pose health hazards if not managed properly. Lead exposure is especially harmful to young children and pregnant women. Before renting pre-1978 housing, lessors must disclose the presence of known lead-based paint and/or lead-based paint hazards in the dwelling. Lessees must also receive a federally approved pamphlet on lead poisoning prevention.

Lessor's Disclosure

(a) Presence of lead-based paint and/or lead-based paint hazards (check (i) or (ii) below):

(i) _____ Known lead-based paint and/or lead-based paint hazards are present in the housing (explain).

(ii) _____ Lessor has no knowledge of lead-based paint and/or lead-based paint hazards in the housing.

(b) Records and reports available to the lessor (check (i) or (ii) below):

(i) _____ Lessor has provided the lessee with all available records and reports pertaining to lead-based paint and/or lead-based paint hazards in the housing (list documents below).

(ii) _____ Lessor has no reports or records pertaining to lead-based paint and/or lead-based paint hazards in the housing.

Lessee's Acknowledgment (initial)

(c) _____ Lessee has received copies of all information listed above.

(d) _____ Lessee has received the pamphlet *Protect Your Family from Lead in Your Home*.

Agent's Acknowledgment (initial)

(e) _____ Agent has informed the lessor of the lessor's obligations under 42 U.S.C. 4852d and is aware of his/her responsibility to ensure compliance.

Certification of Accuracy

The following parties have reviewed the information above and certify, to the best of their knowledge, that the information they have provided is true and accurate.

_____	_____	_____	_____
Lessor	Date	Lessor	Date
_____	_____	_____	_____
Lessee	Date	Lessee	Date
_____	_____	_____	_____
Agent	Date	Agent	Date

Declaración de Información sobre Pintura a Base de Plomo y/o Peligros de la Pintura a Base de Plomo

Declaración sobre los Peligros del Plomo

Las viviendas construidas antes del año 1978 pueden contener pintura a base de plomo. El plomo de pintura, pedazos de pintura y polvo puede representar peligros para la salud si no se maneja apropiadamente. La exposición al plomo es especialmente dañino para los niños jóvenes y las mujeres embarazadas. Antes de alquilar (rentar) una vivienda construida antes del año 1978, los arrendadores tienen la obligación de informar sobre la presencia de pintura a base de plomo o peligros de pintura a base de plomo conocidos en la vivienda. Los arrendatarios (inquilinos) también deben recibir un folleto aprobado por el Gobierno Federal sobre la prevención del envenenamiento de plomo.

Declaración del Arrendador

(a) Presencia de pintura a base de plomo y/o peligros de pintura a base de plomo (marque (i) ó (ii) abajo):

(i) _____ Confirmado que hay pintura a base de plomo y/o peligro de pintura a base de plomo en la vivienda (explique).

(ii) _____ El arrendador no tiene ningún conocimiento de que haya pintura a base de plomo y/o peligro de pintura a base de plomo en la vivienda.

(b) Archivos e informes disponibles para el vendedor (marque (i) ó (ii) abajo):

(i) _____ El arrendador le ha proporcionado al comprador todos los archivos e informes disponibles relacionados con pintura a base de plomo y/o peligro de pintura a base de plomo en la vivienda (anote los documentos abajo).

(ii) _____ El arrendador no tiene archivos ni informes relacionados con pintura a base de plomo y/o peligro de pintura a base de plomo en la vivienda.

Acuse de Recibo del Arrendatario o Inquilino (inicial)

(c) _____ El arrendatario ha recibido copias de toda la información indicada arriba.

(d) _____ El arrendatario ha recibido el folleto titulado *Proteja a Su Familia del Plomo en Su Casa*.

Acuse de Recibo del Agente (inicial)

(e) _____ El agente le ha informado al arrendador de las obligaciones del arrendador de acuerdo con 42 U.S.C. 4852d y está consciente de su responsabilidad de asegurar su cumplimiento.

Certificación de Exactitud

Las partes siguientes han revisado la información que aparece arriba y certifican que, según su entender, toda la información que han proporcionado es verdadera y exacta.

_____	_____	_____	_____
Arrendador	Fecha	Arrendador	Fecha
_____	_____	_____	_____
Arrendatario	Fecha	Arrendatario	Fecha
_____	_____	_____	_____
Agente	Fecha	Agente	Fecha



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Our Team



Pictured left to right: Jason Neubauer, Austin Saunders & Ryan Kremer Spotighting at the September 20 board meeting

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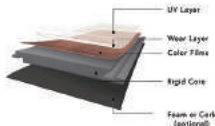


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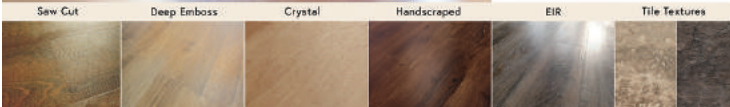
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Celebrate Thanksgiving with a Multicultural Flair

Our country is made up Native Americans and immigrants from every corner of the world. The first Thanksgiving was celebrated in 1621, after the harvest. The event lasted for three days, with nearly twice as many Native Americans as Pilgrims in attendance. Much of that first Thanksgiving meal was provided by the generosity of the Native Americans who helped the pilgrims survive the challenges of that first year.

Today, Thanksgiving is often celebrated with turkey, mashed potatoes, pumpkin pie and football, but that's certainly not the only way to observe the holiday. Why not add a new dimension

this year. We all have much to be thankful for. If you are planning a resident get together before the holiday, why not make it a multicultural pot-luck dinner or reception. A diverse celebration will broaden your co-workers and resident's horizons about other cultures and help you and your team better relate to people of different backgrounds.

Consider these tips for bringing a bit of the larger world into your community room or pool deck (weather permitting) as you celebrate Thanksgiving this year.

- Budget stretched too tight, plan a dessert party instead. Serve coffee with flavored creamer, hot cocoa and mulled apple cider. Have a selection of ice cream treats to enjoy. Again invite everyone to bring their favorite dessert.

- Create colorful fun 11 x 17 posters that say Please and Thank You in a variety of languages that say, Thank You, Merci, Grazie, Muchas Gracias in a variety of languages to display around the room.

- Decorate with diversity in mind. Thanksgiving is often autumn-themed and your decorations can also include multi-cultural themes. For example, the Statute of Liberty, The Pyramids, Ireland, Canada, Brazil, and Spain – there are lots of choices.

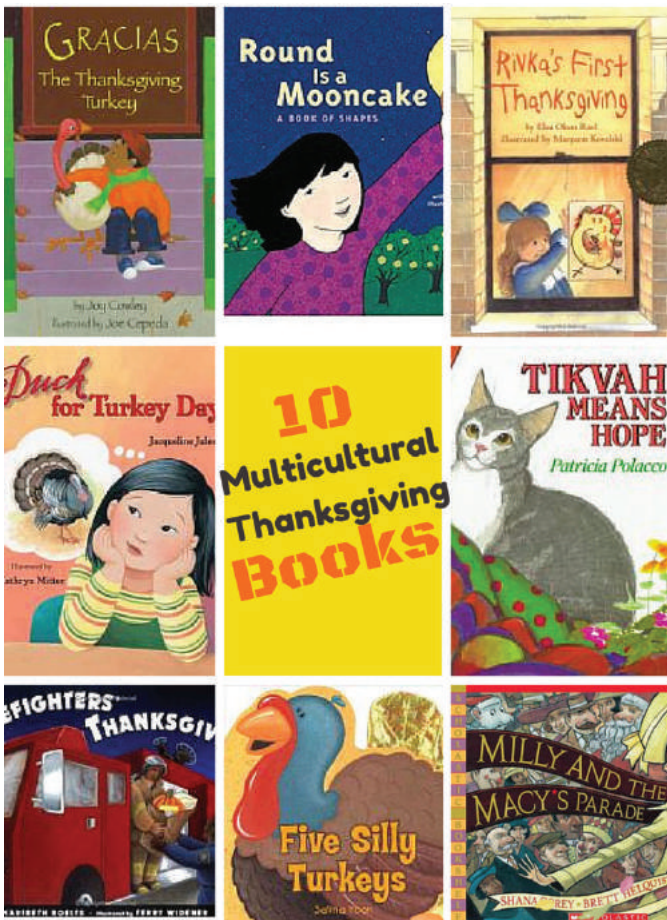
- If you have residents from a variety of backgrounds, play some traditional music from other cultures and include American favorites, jazz, blues and country favorites.

Thankfulness is one of the most meaningful core strengths of our country and culture. This year, express your gratitude in ways that reflects the diversity of our world. The USA continues to be more blended, now, it is important to recognize how our unique cultures add to the spirit of your company, your residents, you and your family.

Information provided in part by www.wikipedia.com.

- Have a pot-luck dinner, an appetizer reception or dessert tasting. Invite everyone to bring one of their favorite traditional dishes to share that will serve six people. Name your event: "Giving Thanks from around the World" or "Sharing Cultures and Creating New Traditions"

- Budget permitting you could serve sliced, carved turkey with soft rolls, a platter of brownies and the usual condiments. Provide iced tea, soft drinks, bottled water and the paper products for the event.



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The Beatitudes of Leadership

by Greg Smith

James O'Toole, a leadership expert said, "Ninety-five percent of American managers today say the right thing. Five percent actually do it." Today's complex and changing business environment requires a special style of leadership. Like yesterday's newspaper, traditional leadership styles are outdated...no longer effective. Everyone today, no matter what job they hold must improve their leadership skills. Whether you are a meeting planner, an association executive or the CEO of a large corporation, leadership is the key ingredient to organizational success.

The most critical ingredient needed in all organizations today is action-oriented leadership based on a whole new set of attitudes. Uniquely equipped for this task is the innovative leader who possesses the Beatitudes of Leadership.

Be Bold and Challenge Status Quo — Conformity and status quo are the first steps down the staircase of business ineffectiveness. People become comfortable doing the same things the same way, copying everyone else. The innovative leader is always looking for

ways to improve what is being done, never satisfied with just being good. In today's chaotic business environment, good is no longer good enough.

Be a Risk Taker — The innovative leader understands progress depends on change and change is risky. The leader creates an environment allowing people freedom to experiment and

environment is important if you want your people to become innovative. One way to make yourself approachable is to talk openly about your own mistakes and your limitations. Once viewed as taboo and poor leadership, but now is more acceptable and no longer thought of as a sign of weakness. In fact, many people find it a sign of strength and authenticity, a way to gain respect and trust from your people. After all, who doesn't make mistakes — it's only human.

"A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be."

~ Rosalynn Carter

Reprinted with permission: "Greg Smith's cutting-edge keynotes, consulting, and training programs have helped businesses reduce turnover, increase sales, hire better people and deliver better customer service. As President of Chart Your Course International he has implemented professional development programs for hundreds of organizations.

take risks without fear of reprisal. The innovative leader provides support and encouragement to his or her people even if a person fails in trying to do something new.

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HELPFUL THINGS to Say to a STRESSED OUT Person Instead of “CALM DOWN!”

by Lea McLeod, M.A.

Your team is working on an exciting project that's getting lots of visibility in your organization. And with that visibility comes a bit of pressure. One of your co-workers ran into some issues on her part of the project after some difficulty with another team.

Frustrations are mounting. Her voice rises as she's relaying the latest roadblock she's encountered. Now,

you're concerned that she might have a meltdown undoing all the great reputation building she's accomplished. Not wanting her to embarrass herself, you pull her aside and ask her to “calm down.”

One look at her expression, and you realize that telling an upset colleague to calm down wasn't brilliant; in fact, you may have just thrown a little gaso-

line on her already roaring fire. “Calm down? Calm down? Don't tell me to calm down!” she practically yells. Now she's not just upset about the day, she's mad at you.

Unfortunately, these well intentioned words don't often go over well. Instead of your colleague hearing them as a caring attempt to help defuse an unruly workday, she probably feels

chastised. But if you had a re do, what could you have said or done instead? Check out these four ideas that may work better than your well intended “calm down attempt.”

1. SHOW YOU'RE LISTENING

When your friend's in that much pain during a bad day, what she really wants is to be heard. So let her know you're listening. "I'm here for you. Let's go to the break room/go for a walk and grab a coffee and you can tell me what's going on. I've been there, so no judgments."

2. EMPATHIZE

Let her know you share her pain. Being able to express empathy for another person is a soft skill worth learning. Empathy says you know what she's go-

ing through, and you want to help. Say, "You're understandably upset right now, and I totally get why. Let's see if we can figure out how to solve this together."

3. OFFER TO HELP

There really may be nothing you can do (you can't just march into the other team's office and demand an apology), but that doesn't mean you can't still offer to be of assistance. When you give support in the form of comfort and attention, you already are helping. And it's OK to ask, "How can I help you right now?" even if there isn't anything concrete you can do.

4. BREATHE

Breathing quietly has been proven to help dissipate stress and restore calm to our bodies. After she's vented, say,

"Let's take three deep breaths together." Maybe you burst out laughing at the end, or maybe it really relaxes her (and you). The point is to offer to work with her to get over this bad day and move beyond the stress.

When someone's upset and anxious, it can lead you to feeling uncomfortable or even annoyed. Though it can seem innocent to toss out a "calm down" to sooth your own discomfort, it's not very helpful to your friend. When you can authentically let people know you share their pain, and give them your undivided attention, they benefit from the human connection you offer in an otherwise difficult situation.

Excerpted with thanks from www.themuse.com. •



Maintenance Supply Headquarters
PROJECT SUPPORT

Let us turn your vision into a reality.

Project Support Managers:
Whether your project is a simple upgrade or a full renovation, our professional Project Managers are here to help!

Quote:
We will walk your property and provide you with a detailed quote including a fully-priced overview page, individual per-unit quotes and custom order forms. Your quote will include product images to simplify the selection and ordering process.

Product Forecasting:
With your item selections and monthly projections we will forecast your product needs for a smooth-running project.

Shipping and Delivery:
We can deliver your items in bulk or use our **Project PAK**® service. MSH Project Support can provide the delivery process that fits your needs.

Call 888-632-6747 • Fax 877-636-6747
project_support@supplyHQ.com



7 Big MARKETING MISTAKES

That Can Come Back to Haunt You

by Rieva Lesonsky, Guest Blogger

Editor's Note:

This month Bayline welcomes the first of a new series of articles from the U.S. Small Business Administration that are designed to provide information targeted to BAAA's Independent Rental Owners (IROs) and locally owned and operated Associate members. Much of the information applies to members of all sizes, not just to those who own or manage their own properties.

It may be the beginning of the holiday season, but left over turkey isn't the only thing that gives an IRO or a small locally owned BAAA Associate member heartburn. Making any one of the seven-common marketing mistakes below can have frightening consequences for your business. Find out what you have to fear from these marketing mishaps and how to avoid them.

1.

NOT SETTING GOALS FOR YOUR MARKETING EFFORTS

Whatever type of marketing you're do-

ing, you won't know if it worked unless you know what you hope to achieve. Set measurable, specific goals for each marketing campaign so you can assess its success.

2.

NOT HAVING A MARKETING PLAN

You can waste a lot of money and time using hit or miss marketing methods. Advertising in the wrong place, at the wrong time or to the wrong audience will do no good. Before you start, develop a plan for reaching your target

customer base using the marketing channels they pay attention to.

**3.
NOT MARKETING TO
EXISTING RESIDENTS
AND CUSTOMERS**

Customers who return to buy from you again and again are the lifeblood of your business. You can't count on residents or customers to renew or come back unless you continue to connect with them. Don't put all your marketing efforts into attracting new prospects or customers; budget for marketing to your current customers, too.

**4.
NOT MANAGING
YOUR REPUTATION**

Word of mouth marketing is important for every type of business, whether B2B, B2C, online or off line. That's why it's so vital to keep tabs on what people are saying about your business both online

and off. If your business is listed on rating and review sites, monitor them and respond.

**5.
FOCUSING ON
FEATURES, NOT BENEFITS**

Features are things your product or service has; benefits are how it helps your resident, prospect or customers. Customers don't care about your products' features—they want to know what it can do for them. Create your marketing and advertising content with your target customer in mind and always answer their question, "What's in it for me?"

**6.
NO CALL TO ACTION**

When customers see your ad, receive your flyer in the mail or get your marketing email, what do you want them to do? It's amazing how many small business owners forget to include a specific call to action in their marketing and advertising. Each piece should direct pros-

pects to do something, whether that's calling your business on the phone, visiting your website or scheduling an appointment.

**7.
NOT TESTING
OR TRACKING
YOUR MARKETING**

Digital marketing offers incredible capabilities to track exactly what prospects do when they see your offer. If you are not testing multiple versions of the same ad or email, and not paying attention to which ads get results and which don't, you're throwing money away. Get familiar with the analytics tools that Google, social media sites and email marketing services offer to help you. The more you learn from your mistakes, the more your marketing will improve.

Information for this article excerpted with thanks from www.smallbizdaily.com and www.sba.gov. •





What About My Roof?

Sometimes, it is easy to get so ‘into’ a hot topic that we lose sight of what is always important to your company, your residents and your contractor. Roof repairs and replacing roofs are serious budget expenses.

You need to make sure that you have your bids and contracts in order and are comfortable with the contractor you have chosen. It’s not enough to know that the roofing company has the proper permits, insurance and fully understands the begin/end times, and clean up procedures.

Take the time to make sure that the workers who will be doing your roofing work are properly trained and are aware of the OSHA and PPE requirements for the job. You should ask your contractor if the roofing team has attended safety classes and refresher training on a regular basis. Both your company and your contractor are interested in the same thing — a roof that is properly installed and performs well for many years.

Now, on today’s “hot topic” —

Hurricane season started on June 1st and lasts until November 30th. We all witnessed the damage and destruction from Hurricane Michael last month. Taking measures to protect your apartment community in the Bay Area is important as we prepare for these final weeks of hurricane season.

There are several things that you can do now in case of potential hurricane related bad weather. Prepare for wind, rain, and water.

- Check your gutters for clogs and make sure they are firmly attached to the building. Don’t forget about all the acorns that may be clogging your gutters — it could rain a lot. If they get clogged, rainwater may build up in your gutters, which can cause damage to the gutter systems, leaks in your roof, and potentially water damage to your foundation.
- Inspect your roofs — make sure your roof is in good condition. If repairs are needed, you should make them sooner than later. A roof that’s in poor condition is vulnerable to damage. Make

sure that all leaks are fixed, no matter how small they are. You should carry out a visual inspection of the roof of each building on your property to make sure that debris, standing water on flat roofs, (roof top HVAC lines) rodents, birds and other issues are not present.

- Trim your tree branches — If there are trees near your buildings, make sure that the branches aren’t too close to your roof. A strong wind during a thunderstorm could break off branches and send them tumbling into your roof and cause leaks and other damage any time of the year.

The best way to prepare your roof for hurricane season is to make sure it’s in good condition by performing any repairs that might be necessary now before costly damage has already been done.

Information for this article provided with thanks in part by Aderhold Roofing, Inc. www.aderholdroofing.com.

MEETING PHOTOS



MEETING PHOTOS



MEETING PHOTOS



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Sponsored By



MAINTENANCE MANIA!

Thursday

February 21, 2019

5:30-9:00pm

The Coliseum

535 4th Ave N • St. Petersburg, FL 33701

Are you the fastest? Here's your chance to prove it!

Come and compete in maintenance-focused challenges, you could earn the title of Maintenance Mania® National Champion. Build a race car from maintenance products ahead of the event to race it down a 32' long track. You are sure to have a darn good time at one or all of the games.

- AO Smith
- Water Heater Installation
- Carrier Smart Comfort Air Conditioner Repair
- Fluidmaster Duo Flush Toilet Conversion
- Frigidaire Icemaker Installation
- Kidde Fire & Carbon Monoxide Safety Installation
- Kwikset Key Control Deadbolt Test
- SmartBurner™ Heating Element Installation
- Race Car Competition

You must compete in all challenges, plus enter a car in the race car competition to be able to qualify for a spot in the National Championship.

Event Schedule:

- Car check-in opens: 5:00 p.m.
- Registration for Guests: 5:30 p.m.
- Practice time: 5:30 - 6:00 p.m. Check out all the games!
- Competition begins: 6:15 p.m.
- Buffet 6:30 p.m.
- Awards Presentation at end of competition

Cost: \$45 Members, \$55 Non-members, Free for Competitors
(Competitors must complete at least 5 of the 8 games to qualify for free admission and dinner)

To receive Competitor's Registration Packet, visit BAAAHQ.org/maintenance-mania or email Andrew@BAAAHQ.org.
Registration date for participants to complete all forms is 2/8/19.
Participants **MUST** be a member of BAAA in good standing in order to compete. To join BAAA, please call 813-882-0222.

MAINTENANCE MANIA!®

BAAA Event Information

DATE: Thursday, February 21, 2019

PLACE: The Coliseum, 535 4th Ave N, St. Petersburg, FL 33701

TIME: 5:30pm Registration, 6:15pm Competition Begins, 6:30pm Buffet

COST: \$45 Members, \$55 Non-Members, Free for Competitors

(Competitors must complete at least 5 of the 8 games to qualify for free admission and dinner)

RESERVE & SPONSOR AT BAAAHQ.ORG

Deadline is 2/8/19. No shows and non-cancelled reservations will be billed.

Sponsorship Opportunities

<p>Platinum Sponsor \$1,000.00</p>	<ul style="list-style-type: none"> • Acknowledgment on all printed material relevant to the event • Four free admissions to Maintenance Mania Event • Sponsorship signage at the event on banner • Recognition from the podium during the event • Assist with awarding prizes and first choice on judging stations
<p>Gold Sponsor \$800.00</p>	<ul style="list-style-type: none"> • Acknowledgment on all printed material relevant to the event • Two free admissions to Maintenance Mania Event • Sponsorship signage at the event • Recognition from the podium during the event • Assist with judging
<p>Silver Sponsor \$600.00</p>	<ul style="list-style-type: none"> • Acknowledgment on all printed material relevant to the event • One free admission to Maintenance Mania Event • Sponsorship signage at the event • Recognition from the podium during the event • Assist with judging
<p>Bronze Sponsor \$400.00</p>	<ul style="list-style-type: none"> • Acknowledgment on all printed material relevant to the event • Sponsorship signage at the event
<p>Parking Sponsor \$200.00</p>	<ul style="list-style-type: none"> • Acknowledgment on all printed material relevant to the event • Sponsorship signage in parking lots and inside event



2019 Proposed Slate of Officers & Directors



Christopher Koback
South Oxford Mgmt
President



Jimmy Chestnut
Waypoint Residential
Vice President



Jay Thompson
B&M Management
Treasurer



Wendy Milenkevich
Windtree Apartments
Secretary



Jordan Petras, HCCP
Carroll Mgmt Group
Immediate Past President



Justin Frost
Affinity Waste Solutions
Associate's Council
President

Board of Directors

Leslie DeMaio, Milestone Management
Elizabeth Kirschner-Collins, JMG Realty
Chad Dewald, Franklin Street Residential
Gina DaSilva, Bridge Real Estate Group
Amy Coletti, KRI Properties
Frank Ingrassia, Carroll Management
Betsy Smith, NRP Group
Carol Dollar, The Richman Group
Erin Krohne, Venterra Realty
Rose Alcalá, Royal American Management
Clint Snouwaert, Carroll Management
Sophia Welch, South Oxford Management
Jessica Moore-Rivera, Pinnacle
Cindy Odom, Greystar
Geoff Harlan, Blue Sky Communities
Connie Garcia, SPM Management

Associate's Council

President
Justin Frost - Affinity Waste Solutions
Vice President
Margaret Rushing - Advanced Plumbing
Immediate Past President
Lisa LaVigne - Real Floors
Directors
Rich Katat - Fleetwash Facility Services
Angela Miller - RentPath

BAAA will be holding the
 Election of Officers & Directors
 and voting on the above
 proposed slate from the
 Nominating Committee at the
 November 8th Fall Social

NOVEMBER 8
FALL SOCIAL WITH THE
BOARD OF DIRECTORS

(Open to all Members)

6:00 to 8:30pm

Brio Tuscan Grille

2223 N Westshore Blvd

Tampa, FL 33607

\$45 Members, \$55 Non-Members

Come network, relax and unwind with your BAAA friends.

We will have heavy hors d'oeuvres, a cash bar and will be presenting our 2018 education graduates with certificates.

DECEMBER 6
BOARD OF DIRECTORS
MEETING

4:30 to 5:45pm

Crowne Plaza Tampa Westshore

5303 W Kennedy Blvd

Tampa, FL 33609

DECEMBER 6
BOARD INSTALLATION &
HOLIDAY DINNER

6:00 to 10:00pm

Crowne Plaza Tampa Westshore

5303 W Kennedy Blvd

Tampa, FL 33609

\$55 Members, \$65 Non-Members

Join us for our annual holiday dinner as we install the 2019 officers and directors and celebrate the holidays.

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

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

*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	

NOVEMBER

NOVEMBER 8

Fall Social with the Board of Directors

(Open to all Members)

6:00 to 8:30pm @ Brio Tuscan Grille

NOVEMBER 11

Veteran's Day

NOVEMBER 12

Veteran's Day

Observed

BAAA Offices

will be Closed

NOVEMBER 22

Thanksgiving

BAAA Offices

will be Closed

11/22 & 11/23



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 2

Hanukkah Begins

DECEMBER 6

Board of Directors Meeting

4:30 to 5:45pm @ Crowne Plaza Tampa Westshore

DECEMBER 6

Board Installation and Holiday Dinner

6:00 to 10:00pm @ Crowne Plaza Tampa Westshore

DECEMBER 25

Christmas

BAAA Offices will be Closed

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.



FALL SOCIAL

with the
Board of Directors



DATE:

Thursday
November 8, 2018

PLACE:

Brio Tuscan Grille
2223 N Westshore Blvd
Tampa, FL 33607

TIME:

6:00 to 8:30pm

COST:

\$45 Members
\$55 Non-Members

RSVP:

Register at
www.BAAAhq.org

OPEN TO ALL MEMBERS

Come network, relax and unwind
with your BAAA friends.

We will have heavy hors d'oeuvres,
a cash bar and will be presenting
our 2018 education graduates
with certificates.



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

AT&T	13
American Ecosystems	11
House of Floors	5
Lindsey M. Porter, PA	4
Maintenance Supply Headquarters	15
Switch Electric	2

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 2018 FIRST QUARTER SURVEY



Owners and property managers throughout the Bay Area can simply log on to www.baaahq.org and purchase the 2018 First 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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THE INDUSTRY STANDARD

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STRIKE THE RIGHT BALANCE BETWEEN RISK AND REWARD





Diamonds & Pearls Gala

**Celebrating 30 Years!
GOLD MEDALLION AWARDS**

SATURDAY, JANUARY 19, 2019

6:30PM TO 12:00AM

Hilton Tampa Downtown

3rd Floor, Bayshore Ballroom

211 North Tampa Street

Tampa, Florida 33602

Requested Attire: Formal, Accenting Diamonds & Pearls

The Gold Medallion Awards program recognizes the
"Best of the Best" in the multi-family housing industry.

The event begins with professional networking and reception
followed by the presentation of awards in multiple categories.

The evening ends with an After Party featuring a one hour open bar and music.

Nominations open on September 4th, close on December 14th.

[See Nomination Categories Here](#)

Ticket price per person is as follows and includes reserved seating:

 \$100 per person before December 14th, ticket will be mailed

 \$125 until January 2nd, ticket will be mailed

 \$150 until January 9th, ticket will be available at will call

Visit www.theGMAs.com to register for this priceless event!