

# BAYLINE

*September 2017*



**Top Golf = Fun Golf!**

THEIR  
HOME  
YOUR  
PROPERTY  
OUR  
PASSION

[www.unitedrenovations.com/ur-southeast](http://www.unitedrenovations.com/ur-southeast)  
813.301.4555





19031 N. Dale Mabry Hwy.  
Lutz, FL 33548  
813-882-0222  
Fax: 813-884-0326  
E-mail: [staff@BAAAhq.org](mailto:staff@BAAAhq.org)  
Website: [www.BAAAhq.org](http://www.BAAAhq.org)

### OFFICERS

#### President

Jordan Petras, *Carroll Management Group*

#### 1st Vice President

Chris Koback, *South Oxford Management*

#### Treasurer

Lisa Dailey, *Balfour Beatty Communities*

#### Secretary

Amy Coletti, *Meadow Wood Property Company*

#### Immediate Past President

Cecilia Ford, *Pinnacle Family of Companies*

### DIRECTORS

Stacey Allison, *Berkshire Management*

Lori Borgman, *GCI Residential*

Leonard Burke, *Tampa Housing Authority*

Jimmy Chestnut, *Carroll Management Group*

Sandy Clark, *Sentinel Real Estate Corporation*

Donamae Clinebell, *Stalwart Capital*

Leslie DeMaio, *Milestone Management*

Chad Dewald, *Franklin Street*

Ken Fitzgerald, *Bell Partners*

Frank Ingrassia, *Carroll Management Group*

Malissa Lich, *Habitat*

Tara McBride, *Pinnacle*

Wendy Milenkevich, *Windtree*

Shannon Rico, *ZRS Management*

Clint Snouwaert, *Weller Residential*

### ASSOCIATE'S COUNCIL

#### President

Lisa Lavigne, *Real Floors*

#### Vice President

Lucas Bourgeois, *RentPath*

Justin Frost, *Affinity Waste Solutions*

Richard Katat, *Fleetwash Facility Services*

#### Immediate Past President

Christina Knight, *Terminix*

### PAST PRESIDENTS

Dan Allen, *Complete Climate Control*

Teri Allen, *Millennium Property Management*

Cindy Fredlund, *Camden*

Rod Graber, *The Continental Group*

Lori Krull, *Weller Management*

Marc Rosenwasser, *Meadow Wood Property Co*

David Watkins, Jr., *Watkins Realty Services*

Robert Griffiths, *Apartment Guardian*

Susan Truesdale, *Monument Real Estate Services*

Dana Hammond, *Robbins Property Associates*

### FAA OFFICES

105 E. Robinson Street #301, Orlando, FL 32801  
407-960-2910, [www.faaahq.org](http://www.faaahq.org)

### NAA OFFICES

4300 Wilson Blvd., #400, Arlington, VA 22203  
703-518-6141, [www.naahq.org](http://www.naahq.org)

# CONTENTS

## 10

The Main Thing...

Is to Keep The Main Thing The Main Thing

## 12

Total Burn Out

## 14

Yes, We Have Seasons!

## 16

Golf Outing Sponsors and Photos

## 24

Call for Nominations

## 28

Maintenance Appreciation Night

## On the Cover

Michael Cecala, Regional Manager for Bridge Real Estate,  
dressed to the "tee" at the 2017 Golf Outing.

## REGULAR FEATURES

- 4 Government Affairs • *Valet Trash, Impact Fees & Mayors*
- 6 Diversity Digest • *Are you Really Ready for an Emergency?*
- 8 Maintenance Matters • *You Can't Say That!*
- 30 Education & Events • *September & October*
- 32 Calendar • *September & October*
- 33 Membership Meeting • *All Hands on Deck*
- 34 New Members • *Welcome*

*Bayline* Magazine is published monthly in the interests of all segments of the apartment industry. Opinions expressed are those of the authors and do not reflect the opinion of the Bay Area Apartment Association unless specifically stated as such. We invite the contribution of articles or information that would be of interest to the multifamily housing industry.

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

Graphic Design: Sandy Cox ([saundracox@verizon.net](mailto:saundracox@verizon.net)); Photos: DaveMoorePhoto.com (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.





# Valet Trash, Impact Fees & Mayors

By Robert Griffiths, BAAA Government Affairs Director

As of this date, there has been no final decision on the trash valet service containers. There have been several meetings with the State Fire Marshal and all sides have weighed in on ideas and proposed language to the State Fire Code which will be revised at the end of this year.

The size of the containers for residents and the fire ratings of the containers are issues still to be finalized by the State Fire Marshal. We will continue to monitor this matter and provide updates when they become available and/or the new code is decided.

Pasco County's School Impact Fees have been finalized by the Pasco County Board of County Commissioners resulting in a 125% increase for Multifamily Developers. The increase may slow down or extend the building time for bringing these new properties on-line.

There has been discussion that along Route 19 north and south of State Road 54 that more growth is needed for multifamily development in this area of Pasco County. Commissioner Jack Mariano has expressed hope that there may be opportunities for apartment builders to offset some of the development costs

recognizing that schools in the area are not operating at full capacity at this time.

November 7th is the date when the city of St. Petersburg will elect a new Mayor to lead this active and energetic city forward into the next decade. Both candidates have already served their community as Mayor.

Now the citizens of St. Pete will make their own choice and select a new leader to raise the bar for the next four years and move forward – not spending any time looking back over their collective shoulders. •

**Rose PAVING LLC**  
Beyond Paving. BEYOND EXPECTATIONS.™

**40**  
OVER 40 YEARS OF SERVICE  
Since 1974

**Honest Work By Honest People**  
Trust the industry experts with over 40 years of international experience.  
Our Midwestern Values remain the focal point of our business just as they did in 1974.

- ASPHALT
- CONCRETE
- SEALCOATING
- PAVEMENT MARKING
- CRACKSEALING
- STORM DRAIN

**(888) 773-ROSE** **RosePaving.com**

# Multi-Family Specialists



EC-13005690



## FULL SERVICE ELECTRICAL CONTRACTOR

### Our Services Include:

- ⚡ Troubleshooting
- ⚡ Meter bank repair/replacement
- ⚡ Apartment panel repair/replacement
- ⚡ Apartment renovation
- ⚡ Pole lighting and maintenance
- ⚡ Tennis court lighting
- ⚡ Breezeway lighting
- ⚡ Exterior lighting
- ⚡ Pool lighting and transformers
- ⚡ Sign lighting
- ⚡ New wiring and rewiring
- ⚡ Smoke detector installation
- ⚡ Rehab and remodel
- ⚡ Add and replace GFCI protection
- ⚡ Surge protection

### Registered With:

- ⚡ Compliance Depot
- ⚡ RMIS
- ⚡ Net Vendor
- ⚡ Notivus

**Free Estimates**  
**Volume Pricing**

**24 HOUR**  
**EMERGENCY**  
**SERVICE**

**800-929-5035**

*WE ALWAYS ANSWER OUR PHONES*

**www.SwitchElectric.net**





## Are you Really Ready for an Emergency?

We all talk endlessly about what anyone should do in an emergency situation — proclaim we're ready and go on about our daily lives at home or work — discussion over. Twenty-five years ago on August 28, 1992 Hurricane Andrew re-wrote the play book for everyone in South Florida. August 29, 2005 Hurricane Katrina literally devastated multiple Gulf coast states leaving loss of life, financial ruin and displaced populations that in many cases chose to move away rather than re-build.

As this story went to press, Hurricane Harvey brought over four feet of rain to Houston and surrounding areas. The clean up can't even properly begin until the dams, reservoirs, lakes and other wet lands have been able to begin the process of re-absorbing the trillions of gallons of water that is still bringing more rain to the area.

In 2005 when New Orleans was struggling to save thousands of residents

who were homeless because of Hurricane Katrina it was the City of Houston who opened their homes, churches and shelters, provided food and transportation and helped save countless lives. Now, we can help by working through the organizations of your choice to "pay it forward" and make a difference that matters in the coming weeks. If you are a pet lover, donate a bag of food from your favorite pet food company to help families as they begin to re-build surrounded by the things our pets always provide in times of crisis and uncertainty.

Let's look forward and talk about what we mean by an emergency. It can mean a flood, fire, earthquake, hurricane, or other natural disaster. But an emergency can also be something like a natural gas leak or sudden sink hole in your neighborhood or a tree falling on your house or finding an alligator in your swimming pool.

Many emergency situations happen

without any warning, so most of us are not prepared for them. So, where do you start to be really prepared to face the unknown head on? Maybe, you start by identifying 5 to 10 items that you can't live without. You know you can save the world by yourself if you have to with your Mr. Fix-It Bag.

That's the good news, the bad news is you may be out of town, buried in a meeting or saving a resident's stranded cat. Where is your Mr. Fix-It Bag when you need it? You may need more than one Mr. Fix-It bag to cover different situations and types of emergencies. Invest in a good bag tag maker and learn how to use it properly. Make a bag for home and work. Mr. Fix-It is designed for emergencies that are right now — in your face, not for emergencies that give you three days of advance warning to prepare for what is likely a weather related event.

You should keep your Mr. Fix-It bag in a water proof box or bag. Some of the most important things that you should include are copies of your driver's license or other identification, a list of emergency contacts, including names, cell phone numbers, medical and car insurance cards. It's a good idea to have a whistle and a good LED flashlight with extra batteries and the tools of your choice.

Your Mr. Fix-It bag is not a replacement for your evacuation bag, it's a emergency bag full of items that you can depend on when there are circumstances beyond the norm. It also wouldn't hurt to tuck a small amount of cash in the back of your Mr. Fix-It Bag along with some headache medicine.

Next month, we'll look at the best way to work with residents who have disabilities and making sure they can safely plan ahead for evacuation and making sure that family members know how to deal with making transition to a safe location a top priority. •

# JOHN E. McMILLAN

Landlord Attorney

*Since 1978*

5309 East Busch Boulevard  
Temple Terrace, FL 33617

[www.johnemcmillan.com](http://www.johnemcmillan.com)

Phone: (813) 988-5135 • Fax: 989-2129

*The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask for free written information about my qualifications, experience, and fees.*



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

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



### Customer Service

**Does the company you are currently with, offer online, fax, phone and email ordering? Does your flooring company offer you online reporting capabilities that allow you to manage all of your ordering history?**

House of Floors appreciates how important your time is; therefore we strive to make every interaction with us as seamless as possible. We give every customer the ability to order in the way that is most convenient to them. 24/7 Online, over the phone, via email, or via fax, we will take your order accurately and professionally no matter the modality you choose. Do you ever come across a situation where a renter didn't care for their flooring and it did not last its entire lifespan? Have you ever had to determine what the prorated amount would be? Do you ever just need information about what was done and when? We have you covered! With a few simple clicks, you can access your Order History, Invoice History, and even Pro-Rate the cost of the carpet to charge back the resident who damaged it.

### Coverage Area and Turnaround Time

**Do you have multiple properties in the state of Florida? Are you serviced without additional trip charges or fees?**

With 8 locations across the state of Florida, we cover from the panhandle, to sunny Miami and every area in-between with absolutely no trip charges. No matter the time constraints you are faced with, we will provide our excellent service every time!

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

House of Floors provides "Same day", "Next day", "Emergency" and "Saturday" services to meet all of your flooring needs for the same low price. We'll even install on Sunday if you need us too.

**Does the company you use have a fully stocked warehouse to meet ALL of your flooring needs?**

If you need something done now or 6 months, we are ready and waiting with a fully stocked warehouse and showroom to provide you with the best in quality and service according to your schedule and always at the same low rate. Don't worry, if something needs to be special ordered, we can handle that too!



### Quality

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

Each one of our 350 installation crews are prompt, efficient and highly skilled in flooring installations. From the moment a House of Floors uniformed installer arrives on your property, you can be assured that they will conduct themselves professionally and with as little disruption as possible to your property's residents and to your staff. Best of all, you can rely on the quality of our work. Our installers are fully licensed and bonded. Do you know if the company that you currently use can promise that?

**Do they have a quality assurance program, to ensure consistent quality work, every time?**

House of Floors has a quality assurance program to ensure we meet or exceed quality assurance standards. Our installers are consistently evaluated on every aspect of their work, from their appearance, to timeliness and quality of installation. If you choose House of Floors, you can rely on the quality of our work to be done right the first time... every time.

### Environmental Responsibility

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

It is up to all of us to ensure we minimize our environmental impact as much as possible so that future generations have the opportunity to enjoy it as we have. We are doing our part with an industry changing initiative to provide "cradle to cradle" solutions for your flooring needs. By partnering with Shaw Industries we can not only provide materials that are environmentally friendly and will never find their way into a landfill, but we will also make sure that the carpet from your property will also be recycled back into carpet.

Our "Eco" line of carpet provides your company with a way to control environmental impact, while still garnering competitive pricing and uncompromised service. To learn more about our "cradle to cradle" philosophy look us up at [www.houseoffloors.com](http://www.houseoffloors.com).



We can appreciate competition in our industry, and understand that you have a choice in which company you decide to use, so whether you are looking for the best Customer Service, Coverage Area and Turnaround Time, Quality, or the most Environmentally Responsible company, you will find everything you are looking for when you do business with House of Floors! For further information, contact us today or look us up online at:

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



## You Can't Say That!

We've all had one of those "been there, done that" moments when a team member crosses the line and says something that is offensive. It could be a random comment about you, a supplier, your supervisor or even a resident. What to do or say or should you even say anything at all?

Think first before you say or do anything. Give yourself time to re-gain your self control. You don't want the situation to escalate. Take a few moments to sort through your thoughts and emotions. If this is a first time event or the "last straw," wait until you are ready to address the issue. Take the high road and avoid

responding with an equally offensive comment in retaliation.

**Be empathetic.** This may seem like the last thing you'd want to do, but it may help to try and understand where the offensive comment is coming from. While it is never okay to insult someone, the offender may be dealing with something personal and this is how they cope. Consider the customer service concept, "kill them with kindness" approach. Ask them what's wrong and if there's a reason for what they just said.

**Be assertive.** If the person actively seeks you out, standing up to him or her will

help bring attention to the issue and force him or her to face you, directly. Confrontation can be an uncomfortable but necessary experience.

**State your case in a business like manner.** Share your concerns about the statements made and your reaction to them. Be clear that you found the remark (s) offensive and ask that they refrain from making comments like that in the future.

Everyone on site needs to be aware of the damage rude, harassing and demeaning statements can cause the company whether intentional or just made without thinking.

**We're all grown ups.** As such, talk to the person who made the remark privately. Calling them out in public is not your job or the right way to handle the situation. If the comment was a public statement, it is possible it offended others as well. Instead, be proactive.

If you don't feel that your feedback was taken in good faith, ask for a meeting with your supervisor to discuss the matter further. If your supervisor is the person who made the rude remark, ask instead to meet with the onsite manager.

No one should feel like they have to keep working in a hostile environment. Make sure you are truthful and accurately detail the events that led up to the rude comment. The maintenance team has full run of the property and knows every place and thing that is going on 24/7. It's critical to protect the jobs of everyone by making sure that rude and offensive behavior isn't allowed.

*Information for his article was provided in part by [www.wikipedia.com](http://www.wikipedia.com)*

ANSWER FLORIDA'S FREE

**Better Service!  
Better Price!**

- **Low Flat Monthly Rate**
- **Instant Emergency Notification**
- **All Emergency Calls Copied**
- **Customized For Your Property**
- **Exceptional Customer Service**

**727-343-1111**

 **ANSWER FLORIDA**  
Better Service. Better Price.

MONTH SERVICE • ASK ABOUT

MONTH SERVICE • ASK ABOUT

ANSWER FLORIDA'S FREE



# WE ONLY SMOKE AFTER MEALS.

When you smoke, it's like they're smoking. Help protect them from the dangers of secondhand smoke. It's everyone's responsibility. Visit [tobaccofreeflorida.com](http://tobaccofreeflorida.com) to find free ways to quit today.

Tobacco Free  
Florida  
[tobaccofreeflorida.com](http://tobaccofreeflorida.com)



# The Main Thing... Is to Keep The Main Thing The Main Thing

By JoAnna Brandi

When my daughter lived in Santa Barbara CA, my preferred mode of transport from the LA airport to her home and back again was to take the Santa Barbara Airbus. Once the driver picked up the last passenger he would stand in the middle of the aisle to tell us about all the safety features, fire extinguishers and escape hatches in case of emergency and then he would tell us about the amenities on board.

There was a rest room in the rear, an “honor bar” housed in a white cooler in the first row with water and power bars. There was Wi-Fi, free hard candies, and some comment cards in case we wanted to tell company how well the driver did on that day’s ride.

Mike, the driver on the day I’m remembering, reminded us to use the hand rails on the top by the luggage racks if we did have to get up during the ride. Because of traffic on the 405 — we’d be taking the scenic route most of the way on the Pacific Coast Highway.

Then he told us with a big smile on his face — to sit back, relax, and enjoy the ride. “I will get you there safely,” he said. “That’s the main thing.”

Every business has a “Main Thing” and the key challenge in every business I’ve ever worked with is keeping the “Main Thing” the main thing.

**What is the  
Main Thing  
in your  
business?**

Sure it’s easy to say “bottom line profits” because a business usually can’t run without them, but the truth is a business can’t run well without customers either. And for that matter, without employees you wouldn’t be able to take very good care of the customers, would you?

So what’s the main thing? Customers? Employees? Speed? Happiness? Ease? Price? Size? Location?

I think the Main Thing is the quality of the relationships you have with human beings inside and outside the company.

There’s an old saying that goes, “Customers don’t care how much you know until they know how much you care.” When your entire team sees the main thing as creating authentic relationships with everyone you touch in business — with energy, enthusiasm and empathy — it will give you a “leg up” on the competition.

Caring companies know what matters to employees and customers and they focus on the things that matter most. Safety, security, quality, speed, convenience, price, location and all the other things we label “Value” don’t matter much unless they matter to the customer.

Spend a little time this week thinking about what your “Main Thing” is. If it’s the quality of the relationships you have inside and outside the company you may want to grab a copy of my revised free Special Report on staying on track and building relationships that thrive at the website listed below.

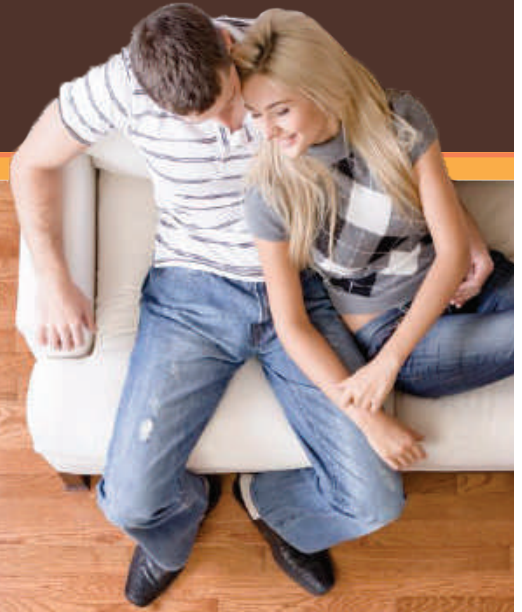
*Excerpted with thanks from  
[www.ReturnOnHappiness.com](http://www.ReturnOnHappiness.com) •*







# Lifestyle FLOORING



*Flooring to fit any lifestyle!*

Founded in Tampa's historic Ybor City in 1963, Lifestyle Flooring has been serving the Florida apartment and homebuilding industry for 50 years. Lifestyle Flooring currently offers quality flooring solutions and exceptional custom service from locations throughout Florida, including our newest offices in Tallahassee & Ft. Myers.

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.

TAMPA

ORLANDO

MELBOURNE

FT. MYERS NEW OFFICE!

TALLAHASSEE NEW OFFICE!

JACKSONVILLE

GAINESVILLE

DAYTONA BEACH

SARASOTA



We proudly recycle  
used carpet & padding

**1(877) 383-1062**

[www.lifestyleflooringinc.com](http://www.lifestyleflooringinc.com)









— Creating an inspiring outdoor experience —

## FOR OVER 15 YEARS

COMMERCIAL MAINTENANCE

LANDSCAPE DESIGN & INSTALLATION

LANDSCAPE LIGHTING

HORTICULTURAL SERVICE

PEST CONTROL

IRRIGATION

ARBOR CARE

AND MORE...



### MISSION STATEMENT

The mission of Ameriscape Services is to create landscape management partnerships through unsurpassed customer service and quality.

[www.ameriscapeusa.com](http://www.ameriscapeusa.com) | 813-948-3938 | [info@ameriscapeusa.com](mailto:info@ameriscapeusa.com)



# Yes, We Have Seasons!

Even though we have sunny weather most of the time, we do have seasons here in Florida. Though they may not be as recognizable as those in the north, there are differences in each season.

Spring, the best season in Florida! Starting in about mid March, spring usually offers cool nights, warm days and lower humidity. Time to open the windows and enjoy the fresh air. A day at the beach can literally be an all day affair, as long as you don't mind crowds. Springtime brings lots of guests and tourists to the Sunshine state.

The seasonal residents (Snowbirds) have not yet made their way back north and the Spring Breakers pay a visit. In our area, we do not get the large groups

of young people looking to party hard, but we do get a good amount of those looking for a spot in the sun to relax.

Just as in the north, spring brings new life to plants and some animals. If there were frosty nights in the winter and some of the plants lost leaves, new growth starts now. You can actually see some of the trees and plants get a greener color. Oak and pine trees start to throw off pollen, causing problems for those with allergies.

Spring is not without some disadvantages; it arrives at the peak of the dry season. With the low humidity levels and the lack of rain for several months, the chance for brush fires is heightened. Nothing is ever perfect.

Summer, as you can imagine tends to be very hot. I say summer starts sometime in May, as the temps begin to climb. Temperatures average in the high 80s to mid 90s and more. A good time to enjoy the AC during the day and the pool in the evening. Best times to visit the beach are early in the morning and of course, in the evening for the beautiful sunsets. Summer also brings the rainy season and the threat of hurricanes.

Florida native plants grow like crazy during the summer; grass needs to be cut once a week. If we do have a good rainy season, we have to cut grass every five days or so. A typical rainy season produces the chance of afternoon or evening showers, on any day. An eye has to be kept on the tropics, for any hurricanes or





tropical storms that may develop. Make sure your insurance is paid!

Fall usually starts about mid October. Floridians look forward to the cooler temperatures and lower humidity levels. For Halloween, there is as much a chance for very warm weather as there is for a cool evening. Hurricane seasons ends November 30th, a date we are happy to see. This is a good time to enjoy the beaches. There are not many tourists yet, and the Snowbirds have not yet arrived.

Even after years of Florida living, we still have a hard time decorating for Christmas when it is 75 degrees outside, but that is most often the case. If you look closely, there are subtle differences in the plants as the temps get a bit cooler.

Some tree leaves change color a little bit, but nothing like up north.

Winter in Florida can be a surprise. We have seen winters were the overnight temps never dipped below 55 degrees. On the other hand, one winter it got so cold, we had a pipe that carries water to our solar heater for the pool, freeze and burst. The temps had dropped to the mid-twenties.

Some of the plants loose their leaves, but not many. The grass slows its growth, to the point were it only needs to be cut every 14-20 days. Snowbirds arrive in force. Stores, streets, beaches and restaurants become very crowded.

It is a great time to plant tomatoes

in containers on your lanai. The plants will need to be brought in, if the temps dip too much.

There are other seasons, though not official, in Florida.

- Hurricane season is June 1 to November 30.
- Snowbird season is about October to May, give or take a few weeks.
- Strawberry season is December through May depending on the weather.
- Fishing seasons vary by species.
- Alligator mating season runs from about mid April to June.

*Excerpted with thanks from  
[www.newfloridians.com](http://www.newfloridians.com) •*



# GOLF PHOTOS



## THANK YOU TO OUR SPONSORS

### CORPORATE SPONSORS

Driveway Maintenance  
Elements Restoration

**Awards Reception & Photo Jacket Sponsor**  
Channelside Plumbing

**Concierge Sponsor**  
Quality Roofing, Inc.

**Lunch Sponsors**  
RentPath  
Switch Electric  
FITREV, Inc.

**Bay Sponsors**  
Channelside Plumbing  
Lifestyle Flooring  
Mohawk Industries  
Switch Electric

**Door Prize Sponsors**  
Paradise Dryer Vent  
Switch Electric



GOLF PHOTOS



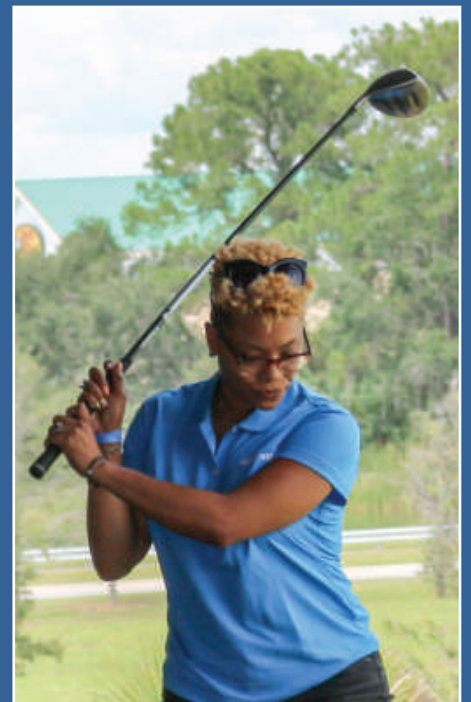


# GOLF PHOTOS





# GOLF PHOTOS





# GOLF PHOTOS





GOLF PHOTOS



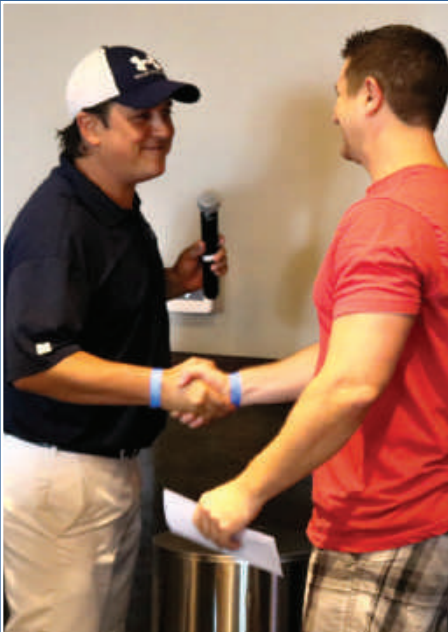


# GOLF PHOTOS





GOLF PHOTOS



# Call for Nominations



## 2018 Board of Directors

If you are looking for a chance to make a difference and are willing to give some time, thought and energy to setting the direction of your Association, this is your chance. Each year, BAAA looks for new people with fresh ideas and enthusiasm to join the Board of Directors.

**Qualifications:** You must be an owner, community or Property Management member in good standing. We are looking for people with strong leadership abilities and the desire to work for the betterment of the multihousing industry.

**Term of Office:** The term of office for a director is one year. Directors may be asked to serve additional terms.

**Get Involved:** You will need to attend Board meetings on a monthly basis (held on the third Thursday of the month prior to the monthly membership meeting). You may also be asked to serve on a committee, attend Association functions, and other special events or meetings. This is not a “get-rich-quick” type of job, but it does offer a great deal of satisfaction, as well as the opportunity to help the industry that helps you. To apply, simply fill out the form below and fax back to BAAA. All applications will be held in strictest confidence.

Name \_\_\_\_\_

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

How many years have you been a member of BAAA? \_\_\_\_\_

Do you participate in Association activities? \_\_\_\_\_

If you have served on other boards or as an officer of other organizations, please list:

\_\_\_\_\_  
\_\_\_\_\_

What are your areas of interest in the multihousing industry? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What are your goals for the Bay Area Apartment Association? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**PLEASE FAX (813) 884-0326 OR EMAIL YOUR FORM TO BAAA AT  
STAFF@BAAAHQ.ORG BY 9/30/17.**





## SUPPLIER SUCCESS COURSE



# Take your first step toward building apartment industry business!

**2017 BAAA Schedule:**

---

**OCTOBER 23rd**  
 9:00am – 3:00pm  
 BAAA Member/ \$79

If you're a new or experienced **supplier of apartment products or services** we recommend this course!

As a requirement to earning the **Certified Apartment Supplier (CAS)** credential, the Supplier Success course is designed to offer an overview of the apartment industry, and it recommends ways for suppliers to maximize partnerships with apartment owners, apartment management companies, and apartment association members.

*"If you are new to the industry or a veteran supplier partner, this session will provide you with the tools to up your game."*

*Charles Stroud, CAS  
 2016 Chairman  
 NAA-National Suppliers Council,  
 Irving, TX*

### You'll learn about:

- Apartment associations and building lines of business
- Apartment management company structures
- Types of multifamily housing, apartment ownership, and property management
- Defining product or service value
- Apartment community performance measurements
- Using property performance measurements to demonstrate product value

Available in person and online!
 For more information, visit [www.BAAAHQ.org](http://www.BAAAHQ.org)

Debra@BAAAHQ.org – 813-882-0222 x8  
 BAAA Director of Education





# TOBACCO FREE HOUSING ...Where Do We Start?

SEPTEMBER 19, 2017

8:30am - 11:30am

TAMPA HOUSING AUTHORITY

5301 West Cypress St. Tampa, 33607

EARLY BIRD PRICING TILL September 11

\$29 MEMBER/\$49 NON-MEMBER

REGISTER AT:

<https://www.baaahq.org/events/tobacco-free-housing-where-do-we-start>

## Get answers to these questions...

- What works – doesn't work?
- How has it effected your bottom-line?
- Resident response to the change.
- How does ADA and Fair Housing fit in?
- FREE Program help: Signage, Branding, Cessation and more...

## Here from people who know...

- Panel of communities that have gone from smoking to smoke-free!
- Experts from Tobacco Free Florida
- Florida Apartment Association – Get your "Smoke Free Certification"

**START Your Smoke Free Plan TODAY!**



THANK YOU TO OUR SPONSORS:







BAAA's Education Committee presents:

**SEPTEMBER**

**“Morning Motivators”**

Join your surrounding Community Managers and Staff for breakfast, networking and education (**earn 1-CEC**). Host location, sponsors and topic will change monthly.

**September 26, 2017(4<sup>th</sup> Tuesday): 9:00am - 10:30am**

**JOIN US for this FREE Event!**

**Location: VICTORIA LANDING Apartments**

*Address: 3685 Victoria Manor Dr., Lakeland, FL 33805*

**Reservations Required by 9/22/2017(Friday prior)**

Please RSVP to ensure seating and food - [www.BAAAHQ.org](http://www.BAAAHQ.org)



**Topic: “Fair Housing Updates”**

**Speaker: Laura Policy**

**ABT** Apartment & Building Temporary Services  
"Specializing in Multi-Family Housing Industry"

**THANK YOU to our SPONSORS!**



Phone: (844) Apt-Trash  
[NationalDoorStepPickup.com](http://NationalDoorStepPickup.com)



MEADOW WOOD PROPERTY COMPANY

**Need more info? (813) 882-0222 x4 or [Debra@BAAAHQ.org](mailto:Debra@BAAAHQ.org)**

Bay Area Apartment Association

# MAINTENANCE APPRECIATION NIGHT

October 27, 2017

6:00 to 9:00 pm

Beach Bar|Restaurant

7700 Courtney Campbell Causeway  
Tampa, FL 33607

\$45 Members

\$55 Non-Members

Food & Beverages

Maintenance Mania Kick-Off

Corn Hole Contest

DJ



BAR | RESTAURANT

To sponsor and/or register,  
use the forms provided  
or you can go to  
[www.baaahq.org](http://www.baaahq.org)



# BAAA MAINTENANCE APPRECIATION NIGHT

## SPONSORSHIP FORM

Sponsorship Deadline is October 18, 2017

I would like to sponsor::

- Door Prize – \$50, \$75, \$100, \$150 or \$200     DJ – \$500  
 Drink Tickets – 3 available \$350     Custom Cornhole Boards for use in Tournament – \$400  
 Dinner – 3 available \$500    (sponsor keeps the boards)

COMPANY/COMMUNITY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY/STATE/ZIP \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ E-MAIL \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

---

# BAAA MAINTENANCE APPRECIATION NIGHT

## RESERVATION FORM

Friday, October 27, 2017 • 6:00 - 9:00 p.m.

Beach Bar|Restuarant • 7700 Courtney Campbell Causeway, Tampa, FL 33607

\$45 Members • \$55 Non-Members

Reservation Deadline is October 25, 2017

COMPANY/COMMUNITY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

ATTENDEES ONLY NAME(S) \_\_\_\_\_

ATTENDEES & CORN HOLE CONTEST PARTICIPANTS

TEAM NAME: \_\_\_\_\_

1ST PLAYER'S NAME \_\_\_\_\_

2ND PLAYER'S NAME \_\_\_\_\_

## RETURN FORMS TO:

**BAY AREA APARTMENT ASSOCIATION**

**19031 N. DALE MABRY HWY. • LUTZ, FL 33548**

**FAX: (813) 884-0326 • PHONE: (813) 882-0222 • E-MAIL: STAFF@BAAAHQ.ORG**

I have special needs, please contact me.

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

## EDUCATION & EVENTS

### **SEPTEMBER 7-10**

#### **ANNUAL CRUISE**

Nassau, Bahamas

### **SEPTEMBER 19**

#### **TOBACCO FREE HOUSING**

##### **...WHERE DO WE START?**

9:00 to 11:30am

Tampa Housing Authority

5301 West Cypress Street

Tampa, FL 33607

Early Bird Member by 9/11/17

**\$49.00**

Non-Member Walk-in

Registration Opens 9/16/17

**\$69.00**

Late - Non-Member

Registration Opens 9/12/17

**\$59.00**

Member - Walk-in

Registration Opens 9/16/17

**\$49.00**

Get answers to these questions...

- What works – doesn't work?
- How has it effected your bottom-line?
- Resident response to the change.
- How does ADA and Fair Housing fit in?
- FREE Program help: Signage, Branding, Cessation and more...

Hear from people who know...

- Panel of communities that have gone from smoking to smoke-free!
- Experts from Tobacco Free Florida
- Florida Apartment Association – Get your "Smoke Free Certification"

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

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

### **SEPTEMBER 21 & 22**

#### **CERTIFIED POOL**

#### **OPERATOR (CPO)**

##### **2 DAY COURSE**

8:00am to 5:00pm

Chadwell Supply

5115 Joanne Kearney Boulevard

Tampa, FL 33619

Members: \$279.00

Non-Members: \$309.00

Registration/full payment deadline:

September 14, 2017

This CPO course covers Florida (and many other states) Law 64E-9.018 - Public Pool Service Technician Certification. Offered through the National Swimming Pool Foundation (NSPF) with a certified NSPF Instructor. Certified Pool Instructor: Vann Flippin National Swimming Pool Foundation, Lic# 32\*100914.

### **SEPTEMBER 21**

#### **MEMBERSHIP MEETIN**

#### **"ALL HANDS ON DECK"**

6:00 to 10:00pm

SS American Victory

705 Channelside Drive

Tampa, FL 33602

Cost: TBD

Join us as we raise money for NAAAPAC. Explore and tour this historic World War II ship enjoying food, cocktails and a DJ on the upper deck. There will be opportunity drawings and networking with industry leaders. Register at [www.baaahq.org](http://www.baaahq.org) now!

### **SEPTEMBER 26**

#### **MORNING MOTIVATORS**

Fair Housing Updates

Guest Speaker Laura Policy,

NAAEI Faculty

9:00 to 10:30am

Victoria Landing Apartments

3685 Victoria Manor Dr.

Lakeland, 33805

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.

### **SEPTEMBER 27 & 28**

#### **CAMT COURSE**

6-day Course continuing on  
October 17 & 18, November 14 & 15

8:00am to 5:00pm

(Lunch Provided)

Chadwell Supply

5115 Joanne Kearney Boulevard

Tampa, FL 33619

Members: \$839.00

Non-Members: \$939.00

Registration/full payment deadline:

September 8, 2017

New Florida Law effective July 1, 2016: An on-site Credentialed CAMT for communities of 100-units or more can now perform/supervise repairs only (No replacements) of up to \$1000 on Hot Water Heaters and HVAC Systems. Maintenance expenses are the single largest controllable element in any operating budget. This course is designed as an introduction for new maintenance professionals or as a refresher for the veteran employee, to give these professionals the knowledge and tools necessary to run an effective maintenance program.

Qualification Requirements: One year of apartment/rental housing maintenance experience before Final Exam. Successfully complete all required classroom courses and online content listed above. Meet requirements above and pass Final Exam within 12-months of NAAEI registration for CAMT Course.



**OCTOBER 11, 12 & 13**  
**FAA ANNUAL CONFERENCE**  
**& TRADE SHOW**  
**CAMP FAA**

Disney's Contemporary Resort  
 4600 World Drive  
 Orlando, FL 32821  
 For More Information:  
 Ralph Robinson at ralph@faahq.org

**OCTOBER 17, 18 & 19**  
**CAMT COURSE**

See description on  
 September 27 & 28 dates  
 Remaining classes resume  
 on November 14 & 15

**OCTOBER 19**  
**BOARD OF DIRECTORS**  
**MEETING**

4:30 to 5:45pm  
 Brio Tuscan Grille  
 (International Plaza/Bay Street)  
 2223 N. Westshore Blvd.  
 Tampa, FL 33607

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

**OCTOBER 19**  
**MEMBERSHIP MEETING:**  
**NETWORKING RECEPTION**  
**WITH THE BOARD**  
**OF DIRECTORS**

6:00 to 9:00pm  
 Location TBD

**OCTOBER 23**  
**SUPPLIER SUCCESS**  
**COURSE**

(for Associate Members Only)  
 8:30am to 3:00pm  
 Location TBD  
 \$79.00 Members  
 \$109.00 Non-Members  
 (Lunch Provided)

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

This course is a pre-requisite for NAA's CAS Credential and is also suggested for "new" and "experienced" multi-family suppliers!

**OCTOBER 24**  
**MORNING MOTIVATORS**

How to be a  
**TOBACCO-FREE Community**

Tips & Resources  
 Presented by:  
 Tobacco Free Hernando  
 9:00 to 10:30am  
 Hibiscus Springs  
 3454 Suncoast Villa Way  
 Spring Hill, FL 34609

**OCTOBER 27**  
**MAINTENANCE**  
**APPRECIATION NIGHT**

6:00 to 11:00pm  
 Beach Bar Tampa  
 7700 West Courtney  
 Campbell Causeway  
 Tampa, FL 33607  
 Includes:  
 Food & Beverages,  
 Maintenance Mania Kick-Off,  
 Corn Hole Contest and DJ

The Annual Maintenance Appreciation Night and Kick-Off for the 2018 Maintenance Mania Competition is a fun event for your entire maintenance team celebrating their hard work and dedication!

**2017**  
**Credential**  
**Graduates**  
**January –**  
**August 2017**

**CAM**

Jabari Dailey  
 Benissa Hagins  
 Tatiana Moreno  
 Tammy Newell  
 Christopher Willis

**CAMT**

Reinaldo Benitez  
 Chris Brian  
 Erick Cabrera  
 Mateo Cepeda  
 Jorge Lallave Cortes  
 Sherman Drumm  
 Kristopher Durbin  
 Scott Floyd  
 Michael Goldsborough  
 Richard Lopez  
 Daniel Marin  
 Al Mendiola  
 Corey Morris  
 George Morris  
 Michael O'Leary  
 Robinson Olivares  
 Raul Polanco  
 James Puckett  
 Angelo Quinones  
 Nelson Rodriguez  
 Angel Santiago  
 Mark Smith  
 Darren Yancey

**CAS**

Justin Frost

**NALP**

Jeanne Ghizzone

# 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

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				

## SEPTEMBER

### SEPTEMBER 4

**Labor Day.** BAAA offices will be closed.

### SEPTEMBER 7-10

**Annual Cruise to Nassau, Bahamas**

### SEPTEMBER 19

**Tobacco Free Housing...Where Do We Start?**

9:00 to 11:30am @ Tampa Housing Authority

### SEPTEMBER 21 & 22

**Certified Pool Operator (CPO)**

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

### SEPTEMBER 21

**Membership Meeting - All Hands on Deck**

6:00 to 10:00pm - SS American Victory

### SEPTEMBER 26

**Morning Motivators - Fair Housing Updates**

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

### SEPTEMBER 27 & 28

**CAMT**

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

## OCTOBER

### OCTOBER 11, 12 & 13

**FAA Annual Conference & Trade Show - Camp FAA**

Disney's Contemporary Resort

### OCTOBER 17, 18 & 19

**CAMT Course**

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

### OCTOBER 19

**Board of Directors Meeting**

4:30 to 5:45pm @ Brio Tuscan Grille

### OCTOBER 19

**Membership Meeting**

**Networking Reception with the Board of Directors**

6:00 to 9:00pm @ Location TBD

### OCTOBER 23

**Supplier Success Course**

8:30am to 3:00pm @ Location TBD

### OCTOBER 24

**Morning Motivators - How to be a Tobacco-Free Community**

9:00 to 10:30am @ Hibiscus Springs

### OCTOBER 27

**Maintenance Appreciation Night**

6:00 to 11:00pm @ Beach Bar Tampa

You can register for any event at [www.BAAAhq.org](http://www.BAAAhq.org)  
Members must log in to the website to receive member pricing.





## “All Hands on Deck” Upscale Annual Fundraiser Benefitting NAAPAC

**DATE:**  
Thursday,  
September 21, 2017

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

**TIME:**  
6:00 to 10:00 PM

**COST:**  
TBD

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



Explore and tour this historic World War II ship enjoying food, cocktails and a DJ on the upper deck. There will be opportunity drawings and networking with industry leaders. Register at [www.baaahq.org](http://www.baaahq.org) now!

## NEW MEMBERS

### ASSOCIATES

**Apartment Hunters**  
13909 N Dale Mabry Highway  
Tampa FL 33618  
(813) 961-1419  
*Locator Services*

**Centennial Bank**  
4301 W Boy Scout Blvd, #150  
Tampa FL 33607  
(813) 367-8146  
*Financial, Banking, Mortgage*

**Douglas Hirsh Co**  
301 Belcher Road N  
Largo FL 33771  
(727) 240-0110

**Integrity Pressure Cleaning**  
11717 U.S. 92  
Seffner FL 33584  
(813) 293-4077  
*Pressure Cleaning & Washing*

**Scentair Technologies**  
619 Vintage Way  
Brandon FL 33511  
(727) 348-7522  
*Scent/Fragrance Marketing*

### COMMUNITIES

**Gull Harbor**  
17105 Gulf Boulevard  
N Redington Beach FL 33708  
(727) 674-1476 Units: 229

**Hermitage Apartment Homes**  
151 7th Street S  
St Petersburg FL 33701  
(727) 800-2578 Units: 348

**Lake House**  
200 Village Blvd  
Davenport FL 33896  
(863) 424-8636 Units: 240

### Nine15

915 N Franklin St  
Tampa FL 33602  
(813) 603-6020 Units: 362

**Palms at Lake Tulane**  
1033 Hal McRae Loop  
Avon Park FL 33825  
(863) 453-5551 Units: 80

**Parker's Landing**  
6348 Longboat Blvd  
Tampa FL 33615  
(813) 616-2020 Units: 00

**Summerset Apartments**  
6627 Fort King Road  
Zephyrhills FL 33542  
(727) 771-3636 Units: 96

**The Alexander  
at Countryside**  
2470 Bentley Drive  
Palm Harbor FL 34684  
(727) 744-0688 Units: 330

**The Avenue Apartments**  
6720 S Florida Ave  
Lakeland FL 33813  
(863) 450-2020 Units: 264

**The Legacy Apartments**  
5205 North Boulevard  
Tampa FL 33603  
(813) 237-3749 Units: 214

**The Pearl**  
350 West Palm Ave  
Tampa FL 33602  
(813) 533-6525 Units: 314

**Village at Lake Highlands**  
2150 Lake Highland Blvd  
Lakeland FL 33813  
(863) 701-7101 Units: 320

### PROPERTY MANAGEMENT

**Richard Rutkauskas  
Management Company**  
PO Box 1594  
Tarpon Springs FL 34688  
(727) 236-1430

## ADVERTISERS

Ameriscape	13
Answer Florida	8
HCADA/FDOH	17
House of Floors of Tampa	9
John McMillan, PA	8
Lifestyle Flooring, Inc.	13
Lindsey M. Porter, PA	44
Rose Paving	4
Switch Electric	5
United Renovations Southeast	11

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

## DIRECTORY UPDATE

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

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

Address \_\_\_\_\_

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

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

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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





## RESERVE YOUR 2017 FIRST QUARTER SURVEY NOW



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

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

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

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

Order online at [www.baaahq.org](http://www.baaahq.org)  
For more information: Please call 813-882-0222.

**NAA Click&Lease**  
THE INDUSTRY STANDARD

Powered by Blue Moon Software



**RISK** **REWARD**

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

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

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



**LINDSEY M. PORTER, P.A.**  
**ATTORNEYS AT LAW**

**PROPERTY MANAGEMENT LAW**

Call us for prompt, thorough legal assistance with:

- Delinquent payers
- Noise disturbances
- Security deposit disputes
- Recent changes to the law

Receive a free copy of our informative  
*Legal Handbook for Community Managers*

by contacting us at:

Hillsborough: 813.229.9496

Pinellas: 727.577.9646

Fax: 727.578.2097

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

**Mailing Address:**  
P.O. Box 21518  
St. Petersburg, FL 33742

**Attorneys:**  
Lindsey M. Porter  
Claudos G. Spears  
Of Counsel

**Street Address:**  
7901 Fourth Street North  
Suite 215  
St. Petersburg, FL 33702

The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask us to send you free written information about our qualifications and experience.