

A QUARTERLY
PUBLICATION
OF THE FLORIDA
APARTMENT
ASSOCIATION

SPRING 2016

multifamily florida

APARTMENT COMMUNITIES GO ON A HEALTH KICK

ALSO INSIDE

FAA MEMBERS MAKE
THEIR VOICES HEARD
AT FLORIDA STATEHOUSE
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BUILDING COMMUNITY:
HEALTHY RESIDENTS ARE
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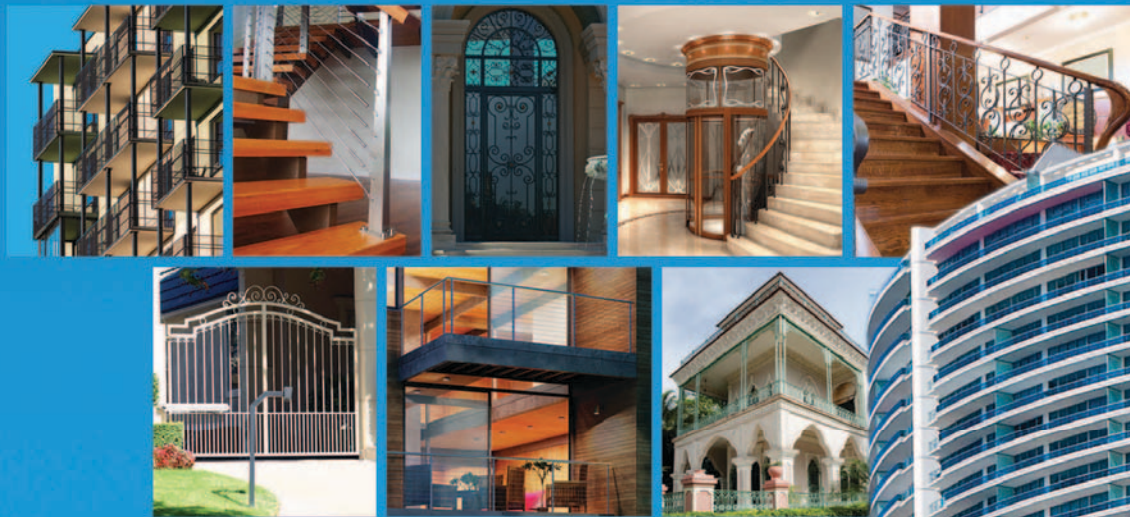
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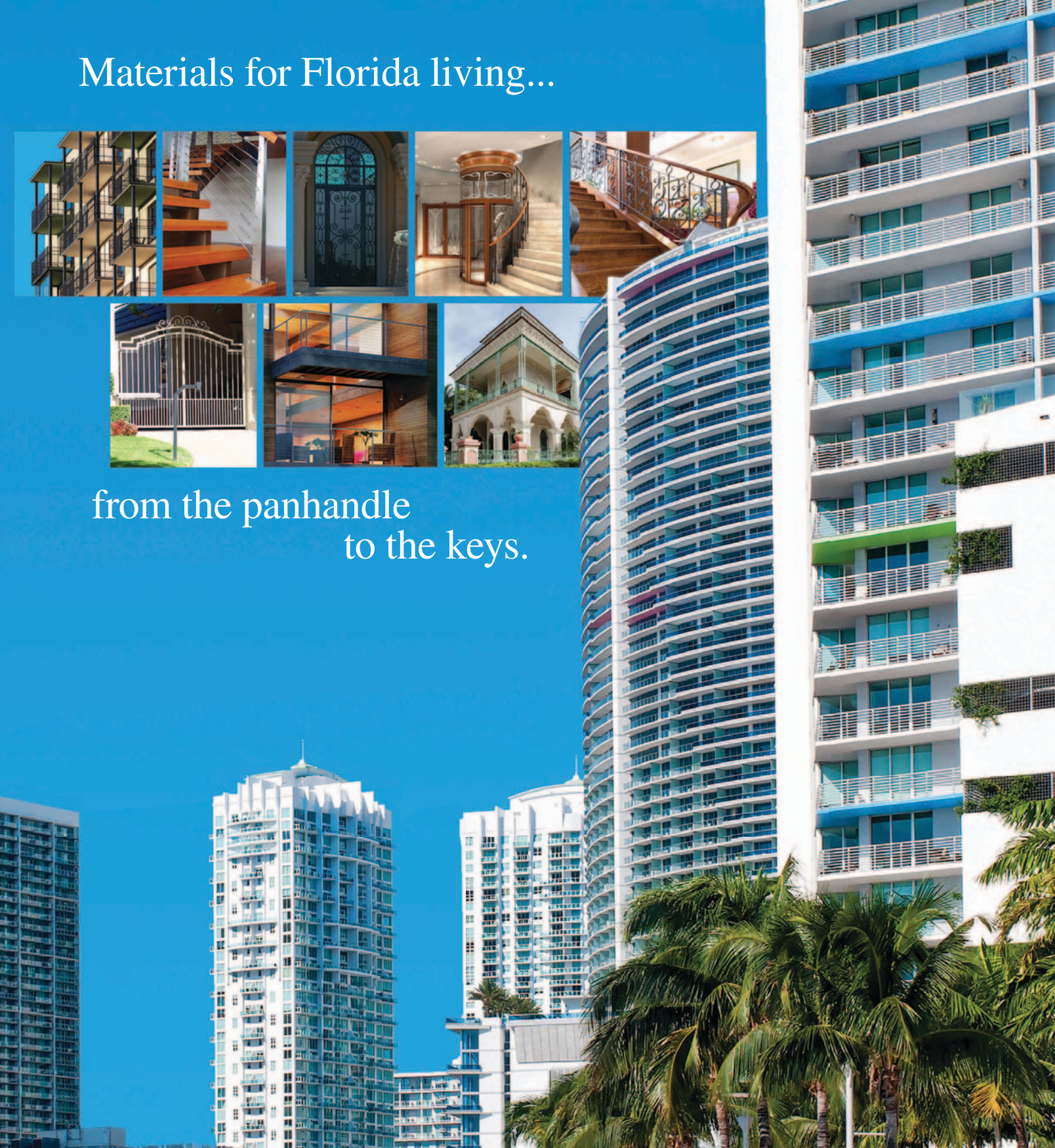


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THE FLORIDA APARTMENT ASSOCIATION



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DEPARTMENT: PRESIDENT'S MESSAGE

Maintaining the Balance

BY GLENN EVERS, MAA

Sharpen the Saw means preserving and enhancing the greatest asset you have—you. It means having a balanced program for self-renewal in the four areas of your life: physical, social/emotional, mental, and spiritual.

—Dr. Stephen Covey, author of *Seven Habits of Highly Effective People*

Author and motivational speaker Stephen Covey tells the story of a lumberjack trying in vain to cut down a small tree. A passerby notices that the saw doesn't seem to be cutting well at all, and suggests the lumberjack take a break to sharpen his saw. The lumberjack replies that he doesn't have time to do that—he's much too busy sawing to take a break.

Of course, the moral of the fable is that if we take a break to sharpen our saw, we can return to the task at hand more effectively than if we just keep trying to forge ahead with a saw that becomes progressively duller. Obviously, a sharp saw cuts faster and more efficiently.

One of my favorite ways to take a break and refresh is to go camping—or should I say glamping. It gets me out into the fresh air and allows me to unplug, so to speak. In today's ultra-connected world, many of us are available online or by phone almost all of the time. Pressing pause every now and then is important to our physical and mental health, and lets us return to work refreshed and ready to take on the next challenge.

In addition to meeting the demands of your jobs, many of you have made commitments to your local apartment associations as well as the FAA and even the National Apartment Association. I realize this often isn't easy, so I want to take a moment to thank those of who took the time to travel to Tallahassee at the end of January for our annual Legislative Conference.

For the first time, we scheduled several other important meetings to take place in conjunction with the Legislative Conference. We have worked hard this year to be mindful when we are scheduling events of the amount of time that we ask you to be away from your jobs. In the days leading up to our statehouse visits, we had one of the three modules of Leadership Lyceum (with 24 students in attendance) and meetings of the Product/Service Council, Executive Committee, APAC Board of Directors and Legislative Committee, Association Executives Council, and Board of Directors. This meant one less time for you to be away from your jobs on FAA business. In addition, we reduced the number of board of directors meetings this year from four to three.

The Legislative Conference itself was outstanding. During the Tuesday night briefing dinner several knowledgeable speakers shared their experience and updated us on looming issues. (Read more in the Legislative Conference Report on Page 14.)

On Wednesday, we visited the statehouse to talk about our four priority issues for this year. Overwhelmingly, our senators and representatives met us with encouragement and open arms. As our amazing lobbyists Ron Book and Kelly Mallette have said, we have become relevant and legislators know who we are.

I look forward to this amazing year that has started off so strong for FAA. I know firsthand that it's not easy to balance the requirements of a job, commitment to our association, and that all-important restoration. I'll continue to be cognizant of the demands we make on your time, and I ask you to take time to sharpen the saw, so you'll always bring your best to the table. ▲

PEOPLE, PURPOSE, PASSION



2016 FAA ANNUAL CONFERENCE
& TRADE SHOW
BOCA RATON RESORT & CLUB
OCTOBER 5 – 7, 2016

Speak Up

BY **JOSH GOLD**, CAE, CMP,
FAA EXECUTIVE VICE PRESIDENT

Amidst this year's presidential campaigning, loudly voiced opinions, and debates—not just among candidates but also on social media and between friends and family members—it may seem like one small voice can't possibly be heard over all the din. Of course exercising your right to vote is one way to make your voice heard, but it's not the only way.

If you attended FAA's 2016 Legislative Conference in January, your voice was one of about 150 that were heard at 135 legislators' offices. You spoke not only on behalf of your fellow FAA members, but of all stakeholders in the state's multifamily housing industry. Prior to the Legislative Conference and visits to the statehouse, FAA members gathered for a platform meeting in October to establish our legislative priorities and determine our positions on potential legislation. This enabled us to speak with one voice to legislators who represent communities all across the state. Collectively, our voices are more effective than they would be individually.

By the time you read this, the 2016 Legislative Session will have ended, but your efforts to be heard and to advocate for our industry don't have to stop.

- When your representatives or senators are back in their home districts is the perfect time to host a legislator at your apartment community. Reach out to FAA for pointers and help in setting them up, or check out the National Apartment Association's Grassroots Webinar Series: Investing in Advocacy, which is archived at www.naahq.org.
- Sponsor an APAC fundraising event, or support your local affiliate's APAC fundraiser. FAA's Apartment Political Action Committee is essential to amplifying our voice. APAC provides campaign contributions to candidates who support the causes important to our industry. And let's face it, elected officials are likely to

listen more closely to groups that have helped them get elected.

- Be active in your affiliate, and become active in your municipalities. What issues on the local level could impact the apartment industry? Get informed, and build relationships with officials locally.

Building relationships is an important part of advocacy. You may only be able to visit your state or federal legislators once a year, but you can achieve much by being truly involved in your community. Join a local civic organization or chamber of commerce, and when you attend networking events be sure to tell people you are proud to be part of Florida's apartment industry.

Our industry does so much more than provide places for people to live and store their belongings. Florida's multifamily housing industry comprises 1.3 million apartments with 2.4 million residents, contributes \$44.8 billion to the economy, and supports 343,000 jobs—32,000 of them on-site at apartment communities. Many communities and the suppliers that provide products and services engage in philanthropic activities on a regular basis.

Apartment residents come from all generations and all walks of life, and they live in multifamily communities for all kinds of reasons. True, some rent because they are not able to buy a home—at least not right now—but many apartment residents are choosing the multifamily lifestyle. They like the convenience and security of being able to lock up and leave. They enjoy the sense of community, and they appreciate the efforts of property owners and managers to support and enhance their lifestyles. (Read about some of the myriad ways apartment communities are supporting healthy living in our cover story on Page 10.)

In short, apartment communities are a vital part of the fabric of any community. Let your voice be heard when you advocate to legislators and other elected officials about ways they can continue to help our industry, whether on the local, state, or federal level.

Let your voice be heard closer to home, too, by expressing your pride in being part of the multifamily housing industry and all that means. ▲



Apartment Communities Go on a HEALTH KICK

Today's Healthy Amenities Run the Gamut from Fresh Air to Fresh Ideas

BY LAUREEN M. CROWLEY



Multifamily communities across Florida are finding a host of ways to appeal to residents' desire for a healthy lifestyle, including smoke-free policies that minimize or eliminate residents' exposure to secondhand smoke; features that encourage walking or bicycling; and unprecedented recreational opportunities such as virtual golf, "fitness on demand" video workouts, lakeside trails, and kayak rentals. New communities are being built with healthful living an integral part of their design, while existing communities are competing by adding health-focused amenities.

SMOKE-FREE LIVING

Smoke-free living as an apartment community amenity has been growing in popularity over the past five years or so, ever since the Florida Department of Health's Bureau of Tobacco Free Florida established it as a primary objective. For starters, Department of Health representatives—known as "grantees"—began compiling lists of smoke-free apartment communities, condo communities, assisted living facilities, townhouses, duplexes—essentially any property shared by more than one tenant or family.

Communities reported smoke-free policies ranging from partial policies that apply to a limited number of buildings, to policies that govern all indoor spaces, to those that designate the entire property as 100 percent smoke-free. For communities that had no smoke-free policies, DOH grantees described the benefits of smoke-free policies and offered various types of assistance, explained Ron Davis, statewide tobacco policy manager for smoke-free multi-unit housing with Tobacco Free Florida, a bureau of the Florida Department

of Health. Successfully converting a community to any level of smoke-free status requires careful planning, Davis added.

“We offer survey tools for properties to get a sense of how residents would feel about a smoke-free policy,” Davis said. “From there, we can help communities plan the steps in the process. First, the property manager needs to determine the active date of the policy, and how the change will be communicated to residents.”

Possibilities include articles in the community newsletter, conspicuously placed notices, and a community meeting. A popular date for the implementation is the Great American Smoke-Out, a day each November when smokers are encouraged to quit. Once the decision is made, each new lease will include the smoke-free policy, which should be added to all renewals.

Tobacco Free Florida specifically does not recommend “grandfathering”—allowing current residents to keep smoking even after the policy is in place for everyone else. “It creates a lot of problems in terms of enforcement. Residents may wonder why someone in their building is allowed to smoke in spite of the policy, and it just adds confusion.”

Similarly, Tobacco Free Florida recommends that communities do address e-cigarettes, which deliver nicotine and other substances via water vapor. (The FAA certification does not require communities to include e-cigarettes in their smoke-free policies.)

“Whether or not you choose to prohibit e-cigarette use, it needs to be in your policy one way or the other, so there’s no question later, because it’s going to come up,” Davis said. “We recommend that you do prohibit it, because the device is virtually unregulated and not approved by the FDA. The vapor could contain a number of chemicals that are potentially hazardous.”

Allowing e-cigarette use can also lead to confusion because many types look very similar to tobacco cigarettes and because the vapor can look like smoke.

BECOMING SMOKE-FREE

Five years ago, Sonny LeBron was property manager at a community in Jacksonville that allowed smoking only on patios but not inside apartment units. When a smoke-free addendum was added to the FAA Click &

GETTING HELP

Communities can find help implementing a smoke-free policy through the Tobacco Free Florida website. Visit www.tobaccofreeflorida.com and click the “Get Involved” button. In the box that says “Get Involved in Your Community,” select your county from the dropdown list. (If you need further assistance, send an email to smokefree@faahq.org and the FAA will help you connect with the appropriate resource.)

Lease powered by Blue Moon, the decision was made to make the entire community smoke-free, and all residents were asked to sign the addendum. Eighty percent of residents were in favor of the smoke-free policy, and 20 percent were not, LeBron said. “We didn’t have any way of making them sign the addendum right then,” he added, “but when it came time to renew, they were required to sign.” A few residents chose not to renew but they didn’t specify the smoke-free policy as the reason, and there was no drop in occupancy. Still, “we didn’t really advertise it at the time—we were all so nervous then.”

Today, LeBron is property manager of The Edge at Flagler Village in Fort Lauderdale, which has been 100 percent smoke-free from lease-up. “Now, we really sell it,” LeBron said. “We tell people, ‘Smell the clean air.’” The Edge was the first community in South Florida to attain FAA’s Smoke-Free Multifamily Housing Certification. “It’s something I pride myself on, as does my management company,” the Morgan Group. The Morgan Group is a smoke-free company, he adds, and provides smoking cessation programs to employees who want to quit. “Yes, there are still smokers who work for the Morgan Group, but they don’t smoke at work or at company functions.”

The Edge offers other healthy amenities as well, including twice-weekly yoga classes that are free to residents. The fitness center includes a variety of cardio workout machines, weight machines, and free weights. “It’s big and beautiful and it’s widely used,” LeBron said. The Edge’s location near the historic Las Olas Boulevard also lends itself to healthy living. “The walkability is great. There are boutique retail shops and

restaurants, as well as spas and massage therapists.” The community also has a website where recipes and other resources for healthy living are posted.

HEALTHY IDEAS ABOUND

Other communities are getting creative about offering healthy amenities. Here is an assortment of ideas gathered from some of the communities that advertise through iLS network:

- **Available Outdoor Green Space**

Many communities have green areas and pathways giving residents the opportunity to get outside and get moving. Properties with lakes have really been taking advantage of this by including walkways around the lake.

- **Outdoor Games**

Most communities have a pool, but lately there has been an increase in fun activities placed nearby such as corn hole, putt-putt, bocce ball, and horseshoes. It’s a great way to get residents outside, especially when the temps start dropping.

- **Lap Pools and Poolside Yoga**

For next to nothing, communities have been adding swim lanes to the bottom of their pool to encourage residents to swim instead of just lounging.

- **Fitness on Demand**

These are on-demand video workout classes for residents. Properties can choose whether they want to schedule set times and encouraging a group or allow residents to use them on a first-come, first-served basis.

MOST SEARCHED HEALTHY AMENITIES

Most prospective residents filter their searches by other features, such as in-unit washers and dryers or communitywide Wi-Fi. Of those who do search for healthy amenities, here are the 10 most popular.

- Dog walk
- Swimming pool
- 24-hour fitness center
- Basketball/indoor basketball
- Playground
- Picnic area
- Game room
- Tennis court
- Volleyball court/sand volleyball
- Indoor golf

— Source: iLS network

INAUGURAL FAA SMOKE-FREE COMMUNITIES

Name of Community	Management Company	City	Affiliate	Community Website	Level of Certification	Effective Through
2140 NE 42 St.	Details	Lighthouse Point			Silver	March 2017
Avana Cypress Creek	Greystar	North Lauderdale	SEFAA	avanacypresscreek.com	Blue	January 2017
Aviva at Celebration	Lincoln Property Co.	Celebration (Kissimmee)	AAGO	avivacelebration.com	Gold	December 2016
Carlyle at Bartram Park	JMG Realty Inc.	Jacksonville	FCAA	carlyleatbartrampark.com	Gold	December 2016
Courtney at Universal Boulevard, The	Contravest	Orlando	AAGO	thecourtneyatuniversalboulevard.com	Gold	December 2016
Douglas Grand at Westside	Greystar	Kissimmee	AAGO	douglasgrandatwestside.com	Gold	January 2017
Dwell Nona Place	The Klein Company	Orlando	AAGO	dwellnonaplace.com	Gold	February 2017
Edge at Flagler Village, The	Morgan Group	Fort Lauderdale	SEFAA	edgeflaglervillage.com	Gold	December 2016
Emerson Apartment Enclave in Celebration	JMG Realty Inc.	Celebration (Kissimmee)	AAGO	emersoncelebration.com	Gold	December 2016
EOS	Greystar	Orlando	AAGO	eosorlando.com	Gold	December 2016
Loftin Place	Greystar	West Palm Beach	SEFAA	loftinplace.com	Blue	December 2016
Mizner Court at Broken Sound	Greystar	Boca Raton	SEFAA	miznercourttaps.com	Blue	January 2017
Oasis Delray Beach	Pinnacle	Delray Beach	SEFAA	oasisdelray-living.com	Gold	February 2017
Palm Trace Landings	Pinnacle	Davie	SEFAA	palmtracelandings-living.com	Gold	February 2017
Quaye at Palm Beach Gardens, The	HG Management	Palm Beach Gardens	SEFAA	quayepbg.com	Gold	February 2017
San Marco at Broken Sound	Greystar	Boca Raton	SEFAA	sanmarcoatbroken-sound.com	Blue	January 2017
Verona View	Greystar	Plantation	SEFAA	veronaview-apts.com	Silver	January 2017

As of March 1, 2016

• Children's Play Area

This is a huge selling point for parents who want to get a workout in, but their children are too young to leave in the apartment. Communities are building rooms next to the gym with glass windows so you can see your kids playing while you're working out.

• Don't Forget the Pets

Pet owners and communities agree: Pets are both family and residents. This is evident by the number of "bark parks" that are popping up in apartment communities. "Pet-friendly" is also one of the top chosen amenities out of more than 200 filters on the iLS network website. For an added bonus, residents can run around the outskirts of the park while their dogs are playing.

• Renting Out Sports/Outdoor Equipment

This idea may not be new, but some of the offerings are. Communities are renting out kayaks (if the community has a lake, of course) and bicycles. It's a great idea especially for communities that don't have many storage options. Residents don't have to keep these larger items in their apartment.

AN INTEGRAL PART

While many communities offer specific amenities to appeal to health-minded renters, some new communities are being built with healthy living at the very core of design. The 2015 Concept Community unveiled at the Multifamily Executive Conference in Las Vegas in October is a Boomer-focused community designed "for both prolonging one's

life but also having a really high quality of life," said Amit Price Patel, a principal with San Francisco-based David Baker Architects.

The community designed for a site in Seattle features open corridors and stairs with lots of natural light, gardens on roof terraces to provide access to fresh food and promote social bonds, a range of open spaces large and small, paths with places to sit, and plenty of places to play, including sports courts and fitness trails, as well as yoga and meditation rooms. The apartments themselves have porches and ample windows to bring in natural light.

"I really wanted to focus on this idea of a healthy community—not just a healthy building but a healthy neighborhood," Patel said. "How you live, the building in which you live, the neighborhood in which you live, has a direct effect on your health." ▲

WHERE THERE'S SMOKE THERE'S FIRE

Property managers and other members of the Bay Area Apartment Association (BAAA) recently learned about the bottom-line benefits and the practical considerations of adopting smoke-free multifamily housing policies.

Ron Davis, statewide tobacco policy manager for smoke-free multi-unit housing with Tobacco Free Florida, a bureau of the Florida Department of Health, and Lauren Crowley, director of communications for the Florida Apartment Association, explained to attendees at a BAAA educational luncheon how capitalizing on the trend toward smoke-free housing can improve occupancy, significantly reduce the cost of turning apartments, and lower the risk of deadly fires, among other benefits.

Property managers who have adopted smoke-free policies shared lessons learned from their experiences.

Davis also noted that the No. 1 cause of fire deaths is smoking—a perfect segue to the program's conclusion, a dramatic demonstration of how quickly a small fire can engulf an entire room and how quickly a single sprinkler can extinguish that fire. Although most residential fires start in the kitchen, Davis said, smoking related fires tend to occur at late at night when someone falls asleep with a cigarette. The cigarette smolders and eventually catches fire, sometimes several hours later. The sleeping residents are not alert and therefore less likely to escape in time.

Wayne Automatic Fire Sprinklers staged two comparable living rooms in a trailer and, under the oversight of Tampa Fire Rescue, started a fire in each. The “room” that did not have a sprinkler was engulfed in three and a half minutes—about the minimum time it takes firefighters to arrive after 911 is called. In the other “room,” the fire was extinguished in about 30 seconds by a single sprinkler installed in the ceiling.

Representatives of FAA and Tobacco Free Florida also spoke at the Apartment Association of Greater Orlando, South East Florida Apartment Association, and First Coast Apartment Association. For more information about implementing a smoke-free policy or the FAA's Smoke-Free Multifamily Housing Certification, please send an email to smokefree@faahq.org.



Ron Davis, Statewide Tobacco Policy Manager for Smoke-free Multi-Unit Housing with Tobacco Free Florida, a bureau of the Florida Department of Health, answers a question about implementing smoke-free policies in multifamily communities.



Firefighters with Tampa Fire Rescue prepare for the live burn demonstration by Wayne Automatic Fire Sprinklers.



A fire started in a small wastebasket took about 3.5 minutes to fully engulf the “room” not protected by sprinklers. A sprinkler installed in the other “room” by Wayne Automatic Fire Sprinklers extinguished a similar fire in 30 seconds.

FAA MEMBERS Make Their Voices Heard at **FLORIDA STATEHOUSE**

BY LAUREEN M. CROWLEY



Members of the Florida Apartment Association visited 135 legislators' office as part of the FAA 2016 Legislative Conference in January to discuss issues affecting the state's apartment industry.

This year's participation demonstrates the level of commitment of FAA and its members, lobbyist Ron Book of Ron Book PA told the 150 or so attendees at the opening reception at the Hotel Duval in Tallahassee on January 26.

LEGISLATIVE RECEPTION



“A dozen years ago,” Book said, “we wouldn’t have had a third of you here. ... You have become not only players, but relevant players.” Book added that FAA’s Apartment Political Action Committee (APAC) has “raised more money to be a part of the process this year than in the history of the association.”

APAC funds campaign contributions to legislators and candidates who support FAA’s priorities. A silent auction during the reception raised \$1,165. Individual and corporate contributions totaling \$1,260 were presented during a Board of Directors meeting held at the hotel prior to the conference, and several affiliates presented fundraising proceeds of more than \$10,000.

At a dinner sponsored by iLS network, FAA members learned about bills and issues of concern to the state’s apartment industry, as well as Florida politics in general, from several speakers, including Marian Johnson, senior vice president of political strategy for the Florida Chamber of Commerce; lobbyist Kelly Mallette of Ron Book PA; Jaimie Ross of the Sadowski Coalition; Courtney Barnard, FAA’s government affairs director; and Matt Dixon, Tallahassee bureau chief of Politico.

Johnson assured attendees that “one person can make a difference.” She told them that visiting senators and representatives is very effective. “They want to hear from the people from home,” she said. “And they *will* look you up to see if you’re a registered voter.”





**APAC is your advocate
and helps to elect
pro-multifamily industry
candidates from across Florida.**



— **Ed Malone**
Regional Vice President
Camden Property Trust

APAC, while unknown to many, is one of our industry's strongest resources impacting the good work we do every day in providing living excellence to our residents. Having a voice in governing our industry allows us to set high standards and do the right thing but just as importantly protects us from the unintended consequences of government initiatives targeting "real estate" but not necessarily the multifamily industry.



— **Shawn Wingate**
Regional Director of Operations
Carlisle Property Management

There is a clear need to have a collective voice in support of multifamily housing in Florida in the political process. APAC raises awareness of critical issues impacting multifamily housing with political leadership in both parties. There is a choice: Either engage in the political process or risk having others' agendas imposed upon us. APAC is committed to ensuring our voices are heard now — voices that will only become louder as our PAC grows.



— **Bonnie Smetzer**
Partner, Executive Vice President
JMG Realty

I believe strongly in supporting APAC because it represents the interest of all apartment owners and managers in Florida. I have worked in apartment management over 28 years in Florida and have seen how important it is to have a strong united voice for the apartment industry. Together we have kept laws off the books that would have negatively impacted our industry and have successfully worked together to change laws that were causing harm to our operations.

**Your freedom to do business
depends on our continued ability
to advocate for your issues!**

LEGISLATIVE DINNER



A capella group The Ringtones (top left) entertained attendees arriving at dinner. Speakers included (clockwise from above) Josh Gold, FAA executive vice president; lobbyist Kelly Mallette of Ron Book PA; Marian Johnson of Florida Chamber of Commerce; and Matt Dixon of Politico.



Mallette briefed members about one of FAA's priorities, an exemption in a bill governing building codes that would allow Certified Apartment Maintenance Technicians (CAMTs) to perform minor repairs to water heaters, air conditioners, and heating systems. During last year's rancorous session, the House version of the bill passed but the House adjourned abruptly before the Senate passed its version. This year, Mallette said, "lawmakers are back in a renewed way. They're ready to work, and then go home to campaign."

Ross, who also spoke at last year's Legislative Conference, once again explained the importance of the Sadowski Affordable Housing Trust Fund, which supports programs such as the State Housing Initiatives Partnership (SHIP) and the State Apartment Incentive Loan (SAIL) program. SHIP provides funding to housing programs in counties and cities, and SAIL funds can be used to renovate or retrofit existing communities or build new communities for Florida's most vulnerable populations—people who are elderly, disabled, or veterans, for example.



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Editor's note: The legislature was still in session as this issue was going into production; the outcome of bills will be reported in the next issue.

The Sadowski Coalition consists of 30 statewide groups—including FAA—who support using all Sadowski funds for housing, instead of sweeping them into the general fund. Last year, \$175 million was appropriated but \$81 million was swept away. This year, an estimated \$317 million to \$324 million from documentary stamp taxes on real estate transactions could be appropriated, Ross said. She encouraged attendees to remind legislators that appropriation would lead to more than 32,000 jobs and \$4.9 billion in positive economic impact.

Barnard explained the two remaining priorities: to support a bill allowing property management to require residents to carry renters insurance and to oppose a bill that would create criminal penalties for property management or staff that fail to meet certain maintenance or pest control standards. The renters insurance bill would benefit both landlords and tenants by clarifying the importance of renters insurance and minimizing future problems.

The following day, FAA members from all 11 affiliates visited offices of the legislators representing their own local regions. Members provided legislators and their staff members with printed materials that explained not only FAA's priorities but also the importance of the apartment industry to Florida's economy. ▲

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HEALTHY RESIDENTS are HAPPIER—and VICE VERSA

BY TRISH HARRIS

It's a fact: Health and happiness are two sides of the same coin. Health affects every aspect of our lives—our state of mind, our energy and productivity, and our ability and desire (or lack thereof) to engage with others. Even the most carefree and jovial people are not their happiest, most positive selves when they are wrestling with health issues.

The same is true of communities. In essence, the health of a community determines the collective happiness of its members. Certainly, this should be a concern of every apartment community owner and manager. But what does it take to build a healthy, happy multifamily community?

BEING A PART OF THE WHOLE

The first step is to ensure that your residents feel that they have a role and a voice, and that they are a valuable part of their apartment community. When people feel included, engaged, and involved, they are empowered to make a difference. They feel a sense of ownership and permanency.

Achieving this in an apartment community can be tricky, but it's absolutely possible.

It's all about attitude, diplomacy, compassion, and communication. Residents have a keen awareness of how their management team really views them and they will often mimic management's demeanor, whether it's friendly and cordial or lackadaisical and inattentive. There's a visible difference between someone who is open, affirming, and always willing to help and the type of manager who avoids connecting in meaningful ways with residents. When community management has the courage to include, engage, and involve the residents, the benefits are dramatic.

Town hall meetings are a great opportunity for residents to voice their concerns, preferences, and appreciation. Gathering together to sort out issues, resolve conflicts, and discuss solutions is an excellent community-building exercise. It enables people to talk about their fears, feelings, and needs. When a manager demonstrates respect and good listening skills at such a meeting, he or she sets a positive tone for problem-solving.

PHYSICAL ACTIVITY SUGGESTIONS

Involve residents in organizing activities. Often the residents can serve as leaders.

- Offer a weekly yoga class.
- Encourage residents to form walking groups.
- Conduct a community tennis tournament.
- Offer exercise classes.
- Offer fitness training.
- Form a biking club.
- Provide aqua-therapy classes.

Modeling openness and transparency goes a long way toward ensuring the atmosphere is not combative or confrontational.

PROMOTING PHYSICAL HEALTH

A healthy and happy apartment community can readily promote physical health



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SOCIAL ACTIVITY SUGGESTIONS

Create a social committee of residents with a staff liaison to plan, promote, and implement social and educational activities.

- Invite people from the greater community to provide talks, demonstrations, and entertainment. (These are often available free of charge.)
- Conduct such gatherings as:
 - Mix and mingles
 - Game nights
 - Happy hours
 - Movies on the lawn
 - Potlucks
 - Chili cook-offs

in myriad ways. From maintaining high standards of cleanliness to monitoring the quality of pest control, the front office can and should support the health and wellbeing of residents.

Putting policies and provisions in place to accommodate the rights and comfort of

all is important. For example, providing stations with trash cans and bags for dog waste will help ensure the pleasure of both those who walk their dogs and those who follow!

Taking pride in the appearance and upkeep of the community; ensuring all areas are safe, up to code, and meet the requirements of the Americans with Disabilities Act; and providing opportunities for physical activities are all important and essential strategies.

PROMOTING SOCIAL ENGAGEMENT

Being a part of a healthy and happy community includes a variety of opportunities for involvement, engagement, and interaction. The opportunities are limitless, as are the rewards.

Management should make sure residents are informed about what's going on. A good way to keep people in the know is to have a monthly newsletter with community news, stories, pictures, and announcements. Whether it's in hard copy or online, a newsletter is an excellent connection point to help create and sustain a healthy and happy community. ▲

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The Preserve at Longleaf: **HEALTHY LIVING** in a **LUSH LANDSCAPE**

BY MARY LOU JAY

Research has shown that living closer to green space can promote good physical and mental health by reducing stress levels. The Preserve at Longleaf apartment community offers that near connection to nature while providing easy access to shopping areas, restaurants, the beach, and other amenities.

Built in 2005, the Preserve at Longleaf is owned and managed by Remi Properties, a local family business. The community's 298 homes on 25 acres are surrounded by untouched natural wetlands. The buildings, located by a beautiful lake and fountain, have a contemporary Spanish look, with two-tone exteriors topped by red tiled roofs.

One of the community's distinguishing features is the private entrance to each home.

"Even if you have an upstairs apartment, you have your own door and your own set of interior stairs," said Lauren Hendry, property manager. "It doesn't feel like you're in a mass of apartments; it looks more like a townhouse community."

The wide variety of floor plans and amenities for the one-, two-, and three-bedroom apartments gives residents the opportunity to select a unit that fits their needs and their budgets. All of the ground-floor units are wheelchair accessible.

Some two- and three-bedroom units have attached garages; renters of other

units—including one-bedroom units—can opt for non-attached garages located in the same building, detached garages, and small storage units. Ground-floor units with open patios and upstairs homes with screened porches offer great views of the lake or wetlands.

The one-bedroom floor plans average 748 square feet. Two-bedroom apartments, available in four basic floor plans with several variations, range in size from 1,012 to 1,138 square feet. Three-bedroom homes vary from 1,307 to 1,355 square feet.

The apartments' unique design features include nine-foot ceilings, designer lighting, and large windows that provide an



abundance of natural lighting. “Some of our two- and three-bedroom units sit on the corners and have big bay windows,” Hendry said.

The kitchens include raised-panel cabinets, double-bowl stainless steel sinks, tile floors, and sleek black appliances. There’s a separate, full-size pantry, an oversized breakfast/entertainment bar and track lighting in the dining rooms. The apartments feature tile floors in the foyer and bathrooms, and first-floor residents can choose either wood plank flooring or carpeting throughout the rest of the unit. All residents can opt for an accent color on one wall.

The apartments offer many amenities that help make life less stressful. No need to worry about storage—there’s plenty in the bedrooms’ big, walk-in closets. Residents who have had a tough day can enjoy long, relaxing soaks in the master bathrooms’ garden tubs or in the oversized tubs in the other bathrooms. The full-size washer and dryer in each unit make laundry day much easier.



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The Preserve's 6,000-square-foot clubhouse includes a big rec room with plenty of seating. After making their cappuccinos in the clubhouse kitchen, residents can sit and read their papers or catch a TV show. For people who work from home, the building's executive conference center provides a perfect setting for meetings with clients and customers.

Maintaining a healthy lifestyle is easier when there are close-at-hand exercise alternatives. Preserve residents can play a pickup game of basketball on the indoor half basketball court or take advantage of the many types of exercise equipment in the fitness center. While parents are working out, their children can hang out in the nearby Kids Fun and Study Center, which provides space for homework and play.

Outdoors, the community offers a large pool, a spa, a deck and gazebo area, and a grill with picnic tables. "We're getting ready to add a summer kitchen with a large gas grill in the pool area," Hendry said. Last year's addition of an enclosed, off-leash dog "bark park" has proved popular with residents and their canine friends. (Cats are welcome in the community as well.) A mini car wash makes it easy for residents to care for their vehicles.

The Preserve at Longleaf periodically hosts special events for residents. Last summer, for example, it hosted a country hoedown with a carnival theme. Managers brought in a dunk tank, a photo booth, pony rides, a mini petting zoo, and a catered meal of barbecue and burgers.

The community's convenient location means there are plenty of other opportunities for recreation close by. The Atlantic beach is less than 10 minutes away, and it's only a mile to the green spaces, walking paths, and biking trails of Wickham Park.

Eastern Florida State College, a supermarket, other stores, and restaurants are within walking distance.

"We sit in the middle of Melbourne, literally 7 miles from the historic downtown and 7 miles from the Avenue Viera, and we're close to Melbourne airport as well," Hendry said.

With so much to offer, the Preserve at Longleaf has a way of making people feel at home. "We've had many residents who have been here since the community first opened," Hendry said. ▲



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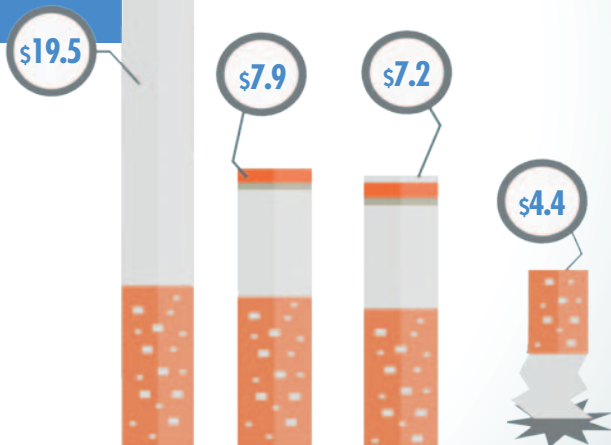
Total Loss: **\$19.5 Billion**

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Source: Penn State. Potential Costs and Benefits of Smoking Cessation for Florida.



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- ➔ Seniors are **11 times more likely** to have depression with low vitamin D levels.

- ➔ Up to **60%** of people with **fibromyalgia** have low vitamin D. Source: drkehres.com

Maintaining
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Continued on page 32

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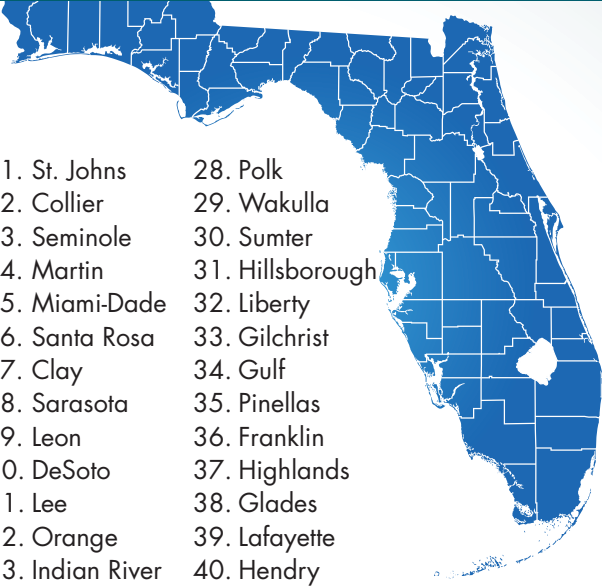
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7. Clay	34. Gulf	
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9. Leon	36. Franklin	
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13. Indian River	40. Hendry	
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17. Alachua	44. Citrus	57. Escambia
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Source: Report issued in 2014. Centers for Disease Control and Prevention: National Center for Health Statistics and Division of Behavioral Surveillance

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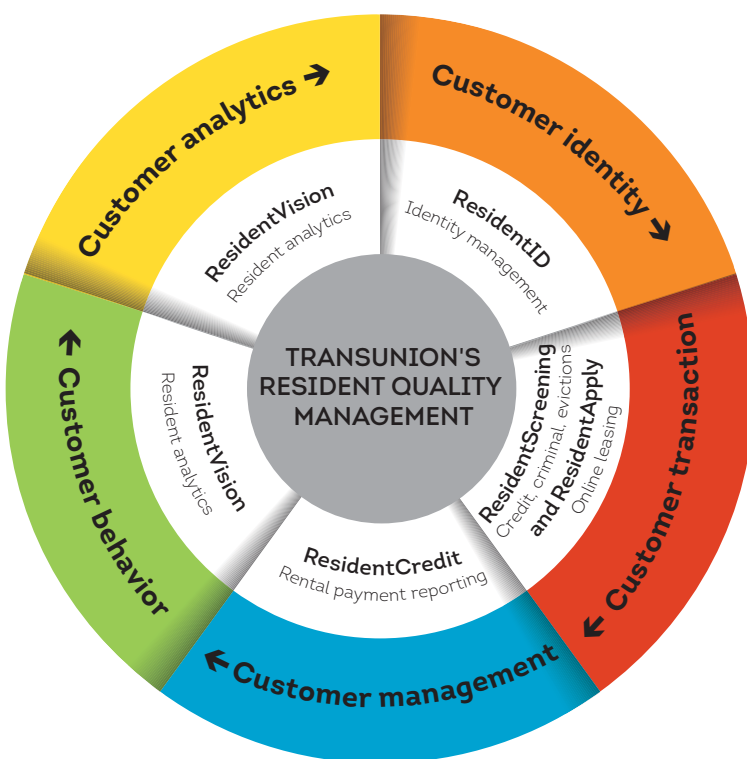




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