



TRI-CITY
APARTMENT ASSOCIATION

news

December 2010



Happy Holidays

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Lutz, Florida 33549

Phone: 1-800-276-1927 or (813) 949-7533

Fax: (813) 315-6944

E-mail: tcaal@verizon.net

Website: www.tcaonline.org

TCAA accepts advertising in the monthly newsletter. Deadline for submitting an ad is the first Friday of the month prior to the month you wish to advertise. Please contact the TCAA office for more details.

Reminders

Your Tri-City Apartment Association yearly dues invoices will be sent out in January.

**Visit Your
New Website at:
www.tcaonline.org**





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MEMBER



February 2011 is National Apartment Career Month

By Marc Rosenwasser, CAPS

2010 National Apartment Association Chairman of the Board, Meadow Wood Property Company



This is a reminder that February is National Apartment Career Month. Now is the time to plan an outreach activity with your

local high school or community college to share information about the apartment industry's three career paths—Leasing, Maintenance and Management—with students. Visit www.naahq.org/education/naaei/campaigns.

Also consider participating in National Job Shadow Day, Feb. 2, 2011. Invite students from a local junior or senior high school to visit your apartment community and learn what it takes to be a leasing consultant, maintenance technician and apartment manager. Visit www.jobshadow.org.

Do you want to get involved in Apartment Career promotion and don't know where to start? Contact maureen@naahq.org.

2011 NAA Student Housing Conference: Erik Wahl Announced as Keynote Speaker

Artist and motivator Erik Wahl

will be the Wednesday Luncheon Keynote Speaker at the 2011 NAA Student Housing Conference, Feb. 21-23 at Caesars Palace in Las Vegas. Wahl challenges and inspires his audience to redefine commonly held assumptions and misconceptions about creativity, goals, success and vision. Discover how you can sharpen your creative skills and identify a personal style for inspiring yourself and others to rethink vision and purpose. The principles in this uplifting and highly practical program will redefine the role of a leader as an artist as well as an architect. This is not a typical keynote speech. In fact, it isn't even a speech. You will be amazed and energized after this very engaging and unique session.

In addition to Wahl's keynote presentation, the two-day NAA Student Housing Conference includes more than 12 education sessions presented by experts in this growing niche market. The conference's opening general session features a student housing panel discussing current topics and trends in student housing management. A dynamic trade show floor will have more than 100 student housing suppliers. Visit www.naahq.org/shc/ to register, book your hotel room, and view the trade show floor and a complete

schedule of events.

Build the Strength of Our Industry at the NAA Capitol Conference

Did you know that members of Congress consistently rank a constituent's personal visit on Capitol Hill as having the most influence on making a decision on an undecided issue?

Then what are you waiting for? Join hundreds of apartment industry peers who will demonstrate strength in numbers when they meet in Washington, D.C., for the 2011 NAA Capitol Conference, March 13-17.

This winter is a critical time for the apartment industry's collective voice to be heard. For one, the reform of Government Sponsored Enterprises (Fannie Mae and Freddie Mac) will be a major topic during the 112th Congress. Here is your opportunity to tell your elected officials that access to capital must continue and reform must address the distinct needs of the apartment industry.

Let's make 2011 a record breaker. So mark your calendar now.

PARAGON Awards Call for Entries

Each year, the National Apartment Association recognizes the distinguished efforts of builders,

individual professionals and affiliated apartment associations and the unique contributions they make to the multifamily housing industry through its premier, national awards program, the PARAGON Awards. The Call for Entries for the 2011 PARAGON Awards is open. All NAA members are encouraged to submit entries in their respective categories. Entries must be received by Friday, March 18, 2011. Visit www.naahq.org or contact NAA's Valerie Hairston at valerie@naahq.org.

NAA Community Site and Online Resource Center

NAA's new Community Site and Online Resource Center is an online network for professionals in the apartment industry. NAA members can interact with other members and staff through virtual interest group communities and share their experiences and seek opinions or advice in online discussion forums. Through the Online Resource Center, users will be able to quickly access a huge and ever-growing collection of apartment-specific resources.

The site is easy to use and features a number of video tutorials on how to use the site's different features. To join the conversation and stay up to the minute on the most critical apartment issues, visit community.naahq.org.



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Southwest Apartment Guide/FRMS
Tradition at Palm Aire
Tuscany Lakes
Valley Crest Landscaping
West Bay Landscape
Woodbury Apartments
The Yacht Club at Heritage Harbour

*Thank you to Auction Committee Chair Diane Brown
and the committee for another job well done!
A special thanks to Lee Villarreal from Citation Club
at Palm Aire for being the best auctioneer ever!*

TCAA AUCTION PHOTOS





Installer Compliance

It's the Law.

By Shawn Maciewicz

In the past 12 months several large Management Companies and National REITS have adopted some form of verification for using contractor and trades for either construction projects, simple property upgrades, or everyday supplier services. "Compliance Depot" and "RMIS - Registry Monitoring Insurance Services, Inc." are two companies that provide a verification service to ensure that every

contractor on your properties meets or exceeds all of your Corporate Requirements for Insurance and Trade Guidelines. Some Management companies have enforced background checking as one more step to ensure that everyone on the property has been regulated and cannot pose any liability to either the property or the Corporate Office.

We at House of Floors believe that these services, despite the fees which are charged to both the Supplier and the Management company, are genuinely a "good thing". We feel that by mandating compliance among contractors, it both levels the playing field for competition, and also ensures that every supplier plays by the same rules. There are however some problems with the compliance checking that is done when it comes to floorcovering. The compliance provider, such as "Compliance Depot" or "RMIS", mandates that the Contractor whom is providing floorcovering installations also provide specific Certificates of Insurance and Workers Compensation documents; and perhaps even a record of any criminal activity.

The problem is that the state of Florida mandates that the Contractor whom is providing you the service use licensed subcontractors to provide the installation. When "Compliance Depot" provides verification that the Contractor has met or exceeded all of the regulation for Insurance and Workers Compensation - they never verified all of the subcontractors being used by the Contractor; this means that you may have un-insured, non-licensed sub-

contractors on your property without your knowledge and without the knowledge of your corporate office.

You may find yourselves asking why does all this really matter to me? It is a good question, and one that we think you need to understand.

If an un-insured, or non-licensed subcontractor is on your property and either damages your property or the property of one of your residents, you will most likely be the one whom is held responsible. It is also not unrealistic to think that the subcontractor could be involved in a traffic accident on your property, perhaps with a residents vehicle.

What is potentially the most dangerous, and poses the heaviest liability, is when an un-insured subcontractor on your property hurts himself, or your resident. If a subcontractor hurts himself or one of your residents, on your property and is desperate to pay for his/her medical bills, he or she may try and recoup this money by administering a lawsuit against your property or the Management Company. The lengths of the lawsuit will be comensurate with the extent of the injury, however with the current economy, "Slip and Fall" claims are abundant. Because compliance service companies like "Compliance Depot" or "RMIS" have only verified the Contractors Requirements, the subcontractor falls through the loophole and poses as an enormous liability.

So how do we ensure that you have compliant subcontractors on your property?

For the past 12 years we have had our own internal Subcontractor Payroll Compliance Department. We constantly monitor every one of our 350 statewide subcontractors to make sure that they not only meet your vendor requirements, but also our extremely stringent requirements within the guidelines of Florida Law. Each of our subcontractors must have and possess at all times a valid Florida Drivers License, General Liability Insurance in excess of



\$500,000 with a Waiver of Subrogation. They also must have an "Active" company registered with the state of Florida Division of Corporations, a Valid Workers Compensation policy, and a county Occupational license. We also mandate US Citizenship documents if not a legal resident.

Why do we do this?

We do this because it is our reputation at stake, and we not only want to protect ourselves, but also your property. Our internal compliance department is one of the reasons why we are not always the lowest cost. We always provide the most competitive pricing available and we will never lose a customer due to price, however being compliant and having the proper legal documentation in place does have a cost.

As companies try to sustain at lower profit margins, and the competition heats up, some suppliers look to lower costs – first and foremost LABOR. It is the Contractors job to provide legal, licenced, subcontractors on your property, and if they do not – you are at serious risk. If you have questions or feel as though you may not have compliant installers servicing your account, ask the subcontractors on your property for documentation. If they do not supply it to you, contact either the Florida Division of Corporations, Workers Compensation, or US Department of Immigration and Natural Citizenship. This will ensure that you will not be subject to either illegal workforce or un-insured subcontractors.

We understand that this may seem like a daunting task, and your intention of getting into the property management industry was not to become a police officer, however education is key in this business. The workforce in property management is constantly being further educated and there is no reason to think that technicians, employees, and subcontractors on your property should be held to any less of a standard than you.

We have been servicing the Multi-Family property management industry exclusively for the past 20 years statewide with offices in Orlando, Tampa, Jacksonville, Palm Beach, Miami, Sarasota, Ft Myers, and Melbourne. If you are interested in having a Managers Educational Conference pertaining to Flooring Standards and Product Knowledge, please contact me directly at 888-620-6999 Ext 110, and we will be happy to host and sponsor an event at our training facility for your Management Company.

Did You Know?

Did you know that each and every one of our 350 installers statewide meets or exceeds Florida state law for contractor certification.

- ✓

Valid Florida Drivers License
- ✓

Valid Florida Articles of Incorporation
- ✓

Valid Florida Workers Compensation
- ✓

Valid General Liability Insurance Policy with limits exceeding \$500,000 / \$1,000,000
- ✓

Valid County Occupational License






Happy Holidays from all of us at House of Floors.



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NATIONAL APARTMENT ASSOCIATION
EDUCATION CONFERENCE & EXPOSITION
June 23-25, 2011 | Las Vegas, Nevada

COME HEAR THESE HEADLINERS SPEAK IN VEGAS!

General session speakers Condoleezza Rice and Dan Pink will share their expertise with NAA conference attendees. Don't miss the chance to see this all-star line-up in action.



Condoleezza Rice
Secretary of State (2005-2009)

Widely considered to be one of the most influential and powerful people in the world, Condoleezza Rice shares her unparalleled expertise on global affairs, national security, and education.



Daniel Pink
Best-Selling Author, *Drive: The Surprising Truth About What Motivates Us* and *A Whole New Mind*

The carrot and stick approach of motivating employees is so last century. Best-selling author Daniel Pink shows that for 21st-century work, we need to upgrade to autonomy, mastery, and purpose.

Registration opens October 12, 2010. For more details and to register, visit

WWW.NAAHQ.ORG/HEADLINERS

Exhibit at this year's conference! Sales@naahq.org | 703-797-0671



EDUCATION



TRENDS



NETWORKING



Networking & Membership Mixer

Date: January 25, 2011

Time: Registration starts at 6:00 p.m.

*Location: Sarasota Vineyards
1528 Mainstreet in Downtown Sarasota*

*Cost: \$35.00 Per Person
RSVP: Fill out the form below
and return by 1/21/11*

Beer is also available for purchase.



TCAA RESERVATION FORM
NETWORKING & MEMBERSHIP MIXER • JANUARY 25, 2011

Company/Community _____

Address _____ City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Attendees _____

MAIL OR FAX NO LATER THAN JANUARY 21, 2011 TO:
TRI-CITY APARTMENT ASSOCIATION
23110 STATE ROAD 54, #243 • LUTZ, FLORIDA 33549 • FAX: (813) 315-6944
FOR MORE INFORMATION, PLEASE CALL TCAA AT 1-800-276-1927 OR (813) 949-7533
Cancellation/reservation deadline is 48 hours prior to event.
No-shows and non-cancelled reservations will be billed.

TRI-CITY APARTMENT ASSOCIATION



The TCAA Industry Excellence Awards Program promises to be an incredibly exciting evening! The program will be held at Polo Grill Ballroom in Lakewood Ranch on Wednesday, December 15, 2010. We invite you to become a sponsor for this year's program by choosing one of the categories below. Don't miss out on this wonderful opportunity to show your support of TCAA and the "best of the best" in our industry.

SPONSORSHIP CATEGORIES *(Check one)*

- GOLD (\$500.00) SPONSORSHIP INCLUDES:**
 - Sponsor signage
 - Gold Sponsor recognition in Industry Excellence Awards Program
 - Front cover of the Newsletter
 - Table sponsor center pieces with tent cards
 - Recognition from the podium
 - Sponsor table available for collateral material

- SILVER (\$250.00) SPONSORSHIP INCLUDES:**
 - Sponsor signage, including the newsletter
 - Silver Sponsor recognition in Industry Excellence Awards Program
 - Sponsor table available for collateral material

- BRONZE (\$150.00) SPONSORSHIP INCLUDES:**
 - Sponsor signage , including the newsletter
 - Bronze Sponsor recognition in the Industry Excellence

Company/Property Name _____
(Please write your company name exactly as you wish it to appear on the sponsor board.)

Address _____

City/St/Zip _____

Phone _____ E-mail _____

Contact: _____

Please invoice my company/property Check is enclosed

MAIL OR FAX NO LATER THAN DECEMBER 13, 2010 TO:
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FOR MORE INFORMATION, PLEASE CALL TCAA AT 1-800-276-1927 OR (813) 949-7533



TRI-CITY APARTMENT ASSOCIATION INDUSTRY EXCELLENCE AWARDS

Wednesday, December 15, 2010

6:00 p.m.

Registration & Cocktail Hour

7:00 p.m.

Seated Dinner & Awards Presentation with Trophies

Polo Grill Ballroom

*10670 Boardwalk Loop
Lakewood Ranch, FL 34202*

\$35 Per Person

Holiday/Cocktail Attire Encouraged

This is TCAA's big night...find out who really is the best in our industry! You'll enjoy a delicious dinner followed by the Industry Excellence Awards presentation. We will also install the new TCAA Officers and Directors for 2011. But the night doesn't end there! A DJ will entertain you with great dancing music, you can have your photo taken by Dramatic Reflections, and you'll still have time to network with all the winners! Don't miss this chance to spend time with your TCAA friends, invite your entire staff and get dressed up for the big event!

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TCAA RESERVATION FORM INDUSTRY EXCELLENCE AWARDS • DECEMBER 15, 2010

Company/Community _____

Address _____ City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Attendees _____

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FOR MORE INFORMATION, PLEASE CALL TCAA AT 1-800-276-1927 OR (813) 949-7533
Cancellation/reservation deadline is 48 hours prior to event.
No-shows and non-cancelled reservations will be billed.



**NEW DATE:
DECEMBER 15**

Industry Excellence Awards & Holiday Program

6:00 p.m. Registration & Cocktail Hour

7:00 p.m. Seated Dinner &

Awards Presentation with Trophies

Polo Grill Ballroom

\$35 Per Person

Holiday/Cocktail Attire

Sponsorship form on page 12.

Registration form on page 13.

TCAA – Sign Me Up!

To make a reservation for any of the events above,
fill out this form and fax to TCAA at (813) 315-6944.

Name and Date of Event _____

Company/Community _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Attendees _____

FOR MORE INFO CALL 1-800-276-1927

Cancellation/reservation deadline is 48 hours prior to event.

No-shows and non-cancelled reservations will be billed.

**2011 CALENDAR
OF EVENTS**

JANUARY 25

Networking & Member Mixer
Meeting at Sarasota Vineyard

FEBRUARY 15

Maintenance Appreciation
Maintenance Mania

MARCH 15

“St. Patty’s Day” Spring Cruise
Le Barge Tropical Cruises

APRIL 19

Annual Trade Show
City of Sarasota Municipal
Auditorium

MAY 17

Monte Carlo Night

JUNE

Educational Event
NO DINNER MEETING

JULY 19

Annual Auction

AUGUST 16 or 23

“Sales/Leasing Mania”

SEPTEMBER 23 (Friday)

Annual Golf Tournament
Heritage Oaks Golf &
Country Club

OCTOBER 18

Annual “Boo’s” Cruise
Le Barge Tropical Cruises

NOVEMBER 15

tbd

DECEMBER 13

Industry Excellence Awards &
Holiday Program

**All dates are tentative until confirmed.
Location for the meetings will be Polo Grill
and Marina Jacks - unless otherwise noted
or location will be announced.*

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Excellent service to our clients sets Ameriscape Services apart from other land care companies in the Tampa Bay Area. Our Management Team is committed to exceeding your expectations for the development and maintenance of beautiful commercial properties.

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Pictured left to right - Gary Pearson, Myriam Martinez, Bernie Zentor, Marie Moseley, Stephanie Bryant, and Lonnie Kelley.

Property of the Month

The JMG Community Bermuda Estates, announced as winner for Property of The Month. Bermuda Estates is very active in their community. They are involved with monthly community services and events for the property. By doing this they have increased their occupancy & renewals from 45% to 70%. They are very active in the Tri-City Apartment Association. Their Service Manager Lonnie Kelley placed 3rd in the Maintenance Mania competition and is now going to compete at FAA in Orlando for the state Maintenance Mania competition. We have Stephanie Bryant the Community Manager and her staff at Bermuda Estates to thank for the continued participation and partnership with Ameriscape Services.

Are you interested in being property of the month? Call Doug Mills at 813-789-3554 for details.

We provide services to Office Parks, Homeowners Associations, Condo Associations and Apartment Communities

Proud Member Of The Following Associations

- Professional Landcare Network
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- City of Tampa Mayor's Beautification Program
- Florida Turfgrass Association
- Florida Irrigation Society
- Florida Nursery Growers and Landscape Association
- Tri-City Apartment Association
- BOMA
- IFMA
- Planet



Call us at: (813) 948-3938 or visit our website: www.ameriscapeusa.com





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