



**TRI-CITY**  
APARTMENT ASSOCIATION

*news*

*January 2010*

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*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.*

## New Members

### Manatee Woods

358 34th Avenue Drive E

Bradenton FL 34208

866-482-3893

Management Co: Concord Management

### University Club

3203 Nature's Circle

Sarasota FL 34235

941-355-4400

Management Co: Concord Management

## Welcome to TCAA!



*FAA President, Cindy Fredlund (right in red) and  
FAA Executive VP, Marjorie Cook (right in white)...  
thank you for joining us for our special awards night.*

### THANK YOU TO OUR ADDITIONAL AWARDS SPONSORS:

#### SILVER SPONSORS

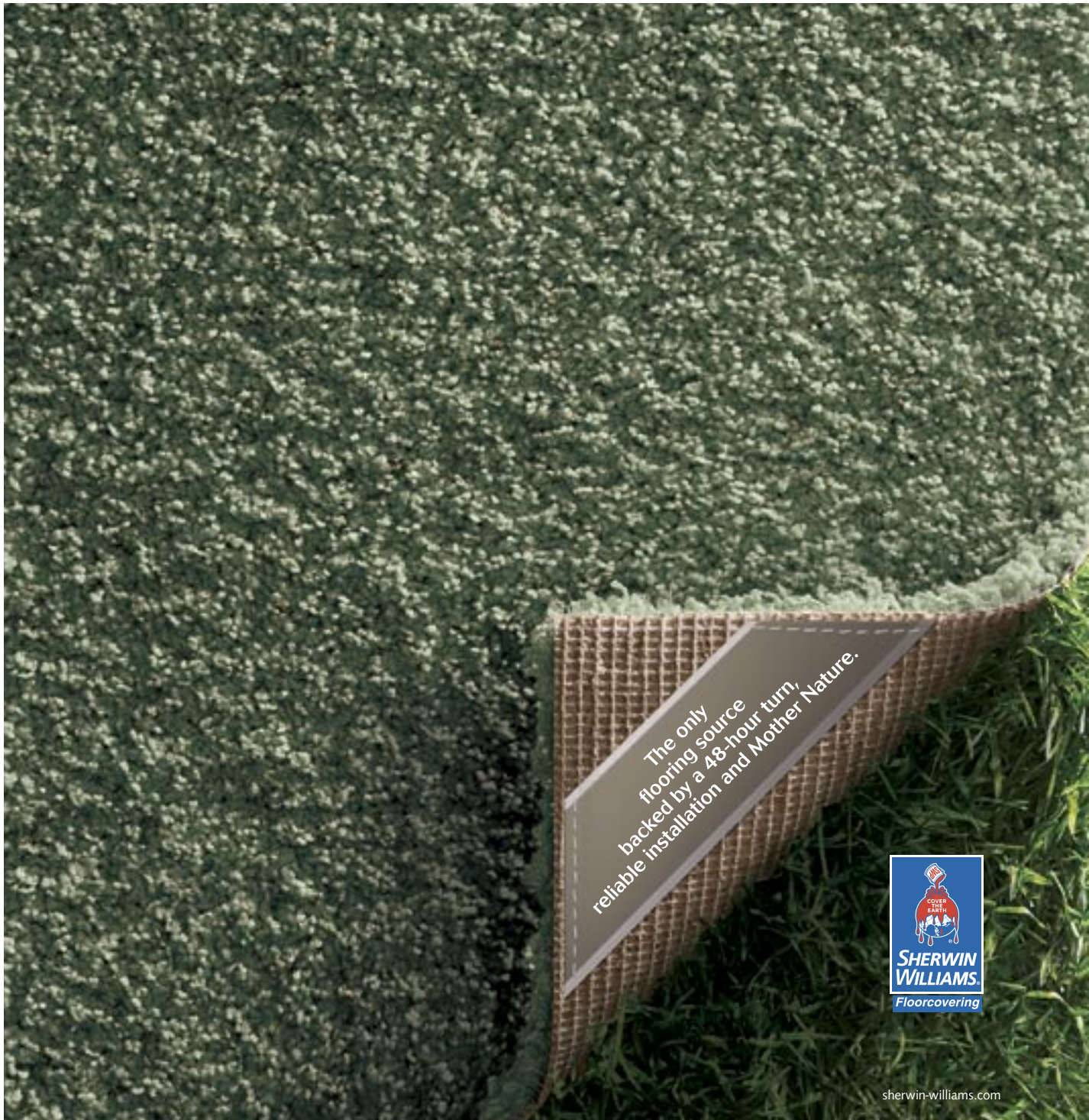
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#### AWARDS COMMITTEE

Thank you to everyone who participated on the awards committee. They did a fabulous job of making this year's event unforgettable.



sherwin-williams.com

See your local Sherwin-Williams Floorcovering Center or call 800-524-5979 for the location nearest you.

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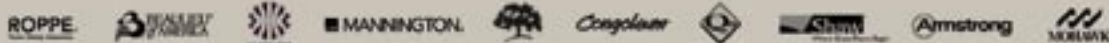
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# NAA, NMHC Renew Joint Legislative Program Partnership

By Marc Rosenwasser, CAPS

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

The National Apartment Association (NAA) and the National Multi Housing Council (NMHC) announced that they have agreed to continue their joint legislative program, working together to best represent the apartment industry.

For nearly two decades, the groups have jointly advocated on behalf of the apartment industry through the NAA/NMHC Joint Legislative Program.

The groups agreed to extend their unique partnership for three years.

“The continuation of NAA’s longstanding partnership with NMHC provides tremendous value for members of both organizations, as, together, we continue to grow our grassroots campaign, giving the apartment industry a stronger voice on Capitol Hill,” says NAA President Doug Culkin.

Says Ron Shelton, NAA’s 2009 Chairman of the Board, “During this critical legislative time, it is important for our industry to be heard as we continue to advocate for a balanced housing policy in Washington. The tremendous strength in numbers from the NAA/NMHC grassroots efforts enables us to make a powerful impact on policymaking decisions.”

## **NAA Installs New Leadership**

NAA is pleased to announce the new Executive Board for 2010,

which was installed at the 2009 NAA Assembly of Delegates in Tampa in November. Marc Rosenwasser, CAPS, Meadow Wood Property Company, Tampa, is the 2010 NAA Chairman of the Board; Mike Gorman, CAPS, CPM, CCIM, Edward Rose Companies, Indianapolis, is Chairman-Elect; Jerry Wilkinson, CCIM, Wilkinson Real Estate Advisors, Atlanta, is Vice Chairman; Alexandra Jackiw, CAPS, CPM, Buckingham Companies, Indianapolis, is Treasurer; and Brad Williams, CPM, Lincoln Property Company, Dallas, is Secretary. The Immediate Past Chairman of the Board is Ron Shelton, CAPS, Amalgamated Management Corporation, Dallas.

Additionally, Brenda Wells, CAM, CAPS, Greater Lexington Apartment Association, Lexington, Ky., is Association Executives Council President; Jeff Lowry, CAPS, McDougal Companies, Lubbock, Texas, is NAAEI President; and Eric Overhage, HandyTrac Systems, Atlanta, is National Suppliers Council Chair.

New Regional Vice Presidents and Committee, Council and Task Force Chairs also will represent NAA membership in 2010.

## **Register for Student Housing Conference Today**

Time is running out to register for the 2010 NAA Student Housing

Conference & Exposition, February 22-23, at Mandalay Bay Resort & Convention Center in exciting Las Vegas. Featured general sessions include the Student Housing Executive Panel – Perspectives From the Top, One Year Later, on February 22 at 9 a.m.; Ask the Experts: Students on February 22 at 3:30 p.m.; and Keynote Luncheon Tweet and Eat: Delivering Happiness with Zappos.com CEO Tony Hsieh on February 23 at noon. To register and to secure housing, visit [www.naahq.org/events.shc](http://www.naahq.org/events.shc).

## **Apartment Careers Month Fast Approaching**

The NAA Education Institute (NAAEI) has declared February 2010 the first-ever National Apartment Careers Month, in an effort to create awareness of and promote attractive and recession-resistant careers in the apartment industry.

For information or to participate, visit [www.naahq.org/education/naaei/campaigns](http://www.naahq.org/education/naaei/campaigns) or contact NAA’s Julie Barden at 703/518-6141, Ext. 691 or [juliebarden@naahq.org](mailto:juliebarden@naahq.org).

## **Did You Know?**

George W. Bush is the featured General Session speaker at the 2010 NAA Education Conference & Exposition, June 24-26 in New Orleans. Visit [www.naahq.org/educonf](http://www.naahq.org/educonf) for details.



Gold Property Management  
Company of the Year:  
NDC Real Estate Management



Gold Community of the Year II  
(201-275 units):  
Summer Cove



Silver Property Management Company of the Year:  
Sawyer Realty Holdings, LLC



Silver Community of the Year II  
(201-275 units):  
Sawyer McIntosh



Gold Community of the Year I  
(under 200 units): Applegate Apartments



Community of the Year III (over 275 units)  
GOLD - Colonial Grand at Lakewood Ranch

*See more winners on page 6.*

INDUSTRY EXCELLENCE AWARDS  
  
**WINNERS**

Gold Regional Multi-site Property  
 Manager: Rick Elwood,  
*NDC Real Estate Management*  
 (no photo available)



Gold Leasing Professional:  
 Beth Richman,  
*Summer Cove*



Gold Property Manager:  
 Karen Spivey,  
*Colonial Grand at  
 Lakewood Ranch*

Silver Regional Multi-site Property  
 Manager: Bridget Spence,  
*Casey Management*



Silver Leasing Professional:  
 Brian Griffin,  
*Sawyer Perico*



Silver Property Manager:  
 Cindy Trotter  
*Gateway Lakes*

Gold Assistant Property Manager:  
 Lois Scheiber,  
*Tradition at Palm Aire*



Silver Assistant Property Manager:  
 Jessica Ewing, *The Colonnade*

Gold Maintenance Supervisor:  
 Roy Dotson,  
*Colonial Grand at  
 Lakewood Ranch*  
 (no photo available)

Silver Maintenance Supervisor:  
 Harry Emore,  
*Lake East Apartments/  
 Bayou Oaks*  
 (no photo available)

Gold Housekeeper:  
 Sarah Khampapha,  
*Saratoga Place*  
 (no photo available)



Gold Maintenance Person:  
Steve Kruse, *University Club*



Gold Associate Sales Person:  
Jennifer Christy  
*Southwest Apartment Guide/FRMS*



Silver Maintenance Person:  
Manual Fernando Bravo, *Colonial Grand at Lakewood Ranch*



Silver Associate Sales Person:  
Beth Medvar, *Sherwin-Williams*

Gold Associate  
Company of the Year:  
*Southwest Apartment Guide/  
For Rent Media Solutions*



Gold Associate Customer  
Service Representative:  
Diane Brown,  
*Southwest Apartment Guide/FRMS*



Gold Groundskeeper:  
Norm Ling, *Saratoga Place*



Silver Groundskeeper:  
Carlos Castillo, *Sawyer McIntosh*



Silver Associate Customer  
Service Representative:  
Doug Mills, *Americape Services*

# 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.

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- ✓

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






Wishing  
you a  
very happy  
and  
prosperous  
New Year!



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# How to Stick to Your New Year's Resolutions

New Year's resolutions can be both troublesome and rewarding. Many people make them, but few make a real commitment to them. Before you put the champagne on ice, spend some time pondering exactly what you hope to achieve in the year ahead and how you plan to do it.

**Step 1:** Be very specific about your resolution. Don't say: "I want to lose weight." Do say: "I want to lose 5 pounds a month so that I look hot in my new swimsuit on the fourth of July." Make realistic, measurable goals and write them down.

**Step 2:** Limit the number of resolutions you make. It's better to do one thing well than several things poorly (or not at all).

**Step 3:** Post your list in a visible place to serve as a reminder and

encouragement to yourself. It will also allow other people to see your resolutions and provide support. If you want to keep your resolutions private, record them in a journal.

**Step 4:** Enlist the support of your friends and family. If you're lucky, they'll have similar goals and you can work on your resolutions together. Encourage people to be helpful and supportive.

**Step 5:** Take action immediately. Make important appointments with a doctor, dietitian or counselor. Sign up for a gym membership or buy any equipment you need.

**Step 6:** Practice new behaviors that encourage success. If you want to stop smoking, don't hang out in smoke-filled bars or casinos. If you want to lose weight, don't bring desserts, junk food, candy or ice cream into the house. Limit your

exposure to people who are likely to encourage resolution-breaking. There's a reason parolees aren't allowed to hang out with known criminals--they're a bad influence. Surround yourself with good ones.

**Step 7:** Set incremental goals and reward yourself for partial successes. If you're working on saving more of your income, for example, reward yourself with a small splurge at each significant step. Each time you squirrel away another \$1,000, take yourself to a favorite restaurant or get a massage.

**Step 8:** Substitute a good habit for the bad one you want to break. If your goal is to eat less junk food, find a healthy food you love. If you want to spend more time with your family, establish a special time during the week when everyone is together.

# Social Network Advertising: Trends for 2010

By Debra Aho Williamson

Can Facebook continue its momentum into 2010? Last week I wrote about TBI Research's forecast that Facebook would generate \$1 billion in revenue in 2010, a substantial increase from the \$550 million TBI estimated Facebook would earn this year.

Today, eMarketer released my latest forecast for social network ad spending. I estimate that marketers will spend \$435 million worldwide on Facebook in 2009 and \$605 million next year, a 39% increase. My figures include only paid advertising and don't include any other form of revenue, such as the money Facebook makes when a member purchases a virtual gift item.

Overall, I expect marketers to spend \$2.2 billion to advertise on social networks worldwide, up 12% over 2009. In the US, spending is expected to grow 7.1% next year, to \$1.3 billion.

The momentum behind Facebook has been one of the key social media marketing trends of 2009. But I believe several macro trends will play out in 2010. For Facebook to maintain its dominance (and potentially increase it) it will need to create ad formats that capitalize on these trends:

## Earned media takes center stage.

Marketers will look for better ways to manage and measure the impact of earned media—the additional

free exposure that a brand gets when consumers talk about a brand online or share information about their interactions with it.

## Social networks will challenge traditional local ad venues.

By some accounts, Facebook's self-serve ad system, which caters to small and local businesses, is generating a sizable chunk of the company's revenues. With geolocation technology, local ad targeting and location-based services on mobile phones, there will be many more opportunities for local businesses to make their marketing more social.

## Social combined with search will yield better results and more ad opportunities.

Search will meet social by incor-

porating real-time content (e.g., tweets from Twitter and status updates from MySpace and Facebook) into search results, adding information from social network friends to search results, and using collective information from other Web users to hone search relevancy. These trends will yield new ad formats—and will raise new red flags for privacy advocates.

## Social ad networks will expand.

Expect more momentum behind advertising that is targeted based on information from social network user profiles.

To find out more, visit [www.emarketer.com](http://www.emarketer.com).

## US, Non-US and Worldwide Online Advertising Spending on MySpace and Facebook, 2009 & 2010 (millions and % change)

	2009	2010	% change
<b>MySpace</b>			
US	\$465	\$360	-23%
Non-US	\$25	\$25	3%
<b>Worldwide</b>	<b>\$490</b>	<b>\$385</b>	<b>-21%</b>
<b>Facebook</b>			
US	\$335	\$450	34%
Non-US	\$100	\$155	65%
<b>Worldwide</b>	<b>\$435</b>	<b>\$605</b>	<b>39%</b>

Note: % change based on unrounded figures  
Source: eMarketer, December 2009

109039

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

*date*

**Tuesday,  
January 19, 2010**



## January Dinner Meeting

# Round Robin & Mixer

*time*

**6:00 pm**

**Registration & Social Hour**

**7:00 pm**

**"Grazing Style" Dinner  
& Round Robin**

It's back...because it's so great...Round Robin. Here's how "Round Robin Tables" work: You will go to a table for 10 minutes, learn about the topic and then rotate to the next table for 10 minutes and keep rotating until you've been to each table you're interested in. Hopefully all of them.

*cost*

**\$30 Members  
\$35 Non-members**

Here are some of the topics:

- Marketing & Retention
- Preventative Maintenance
- Going Green
- Legal
- TCAA Info Table

*place*

**Marina Jacks  
#2 Marina Plaza  
Sarasota, FL**

The "Mixer" part of the evening is just that...a mixer! Get to know every member in TCAA. And, here's a challenge: if you have a friend or know a business that would benefit from being part of TCAA, invite them...this is the perfect evening!

*rsvp*

**Fill out the form and  
return by January 16th**

**Learn More in 2010...**

**Make your reservations today!**

**TCAA Reservation Form • Dinner Meeting • January 19, 2010**

COMPANY/COMMUNITYNAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

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

E-MAIL \_\_\_\_\_

ATTENDEES \_\_\_\_\_

I have special needs (includes dietary needs), please call me.

**Please return to:**

**Tri-City Apartment Association**

**23110 State Road 54, #243**

**Lutz, Florida 33559**

**Fax: (813) 315-6944**

**Phone: 1-800-276-1927 or**

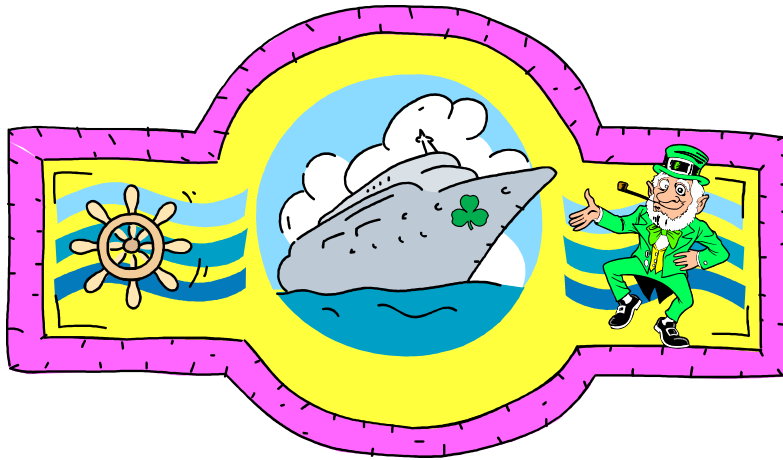
**(813) 949-7533**

*Reservation and cancellation  
deadline is 1/15/10.*

*No-shows and non-cancelled  
reservations will be invoiced.*



# St. Patty's Day Spring Fling Cruise



Join the TCAA membership aboard this fantastic cruise to kick off spring and celebrate St. Patty's Day! There will be great food, fun, entertainment and networking. You are invited to bring your spouse, friends, clients, or anyone you wish to help you enjoy this night of cruise excitement. The ship is reserved exclusively for TCAA!

*Sponsorships are available, call TCAA today.*

## TCAA Reservation Form • Spring Cruise • March 16, 2010

COMPANY/COMMUNITYNAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

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

E-MAIL \_\_\_\_\_

ATTENDEES \_\_\_\_\_

I have special needs (includes dietary needs), please call me.

*date*

**Tuesday,  
March 16, 2010**

*time*

**6:30 pm  
Registration & Boarding  
7:00 pm: Departure  
9:00 pm: Return**

*cost*

**\$35 Per Person  
Cash Bar. No checks or  
credit cards accepted.**

*place*

**LaBarge Tropical Cruises  
Marina Jacks  
#2 Marina Plaza in Sarasota**

*rsvp*

**Fill out the form and  
return by March 12th**

**Please return to:  
Tri-City Apartment Association  
23110 State Road 54, #243  
Lutz, Florida 33559  
Fax: (813) 315-6944  
Phone: 1-800-276-1927 or  
(813) 949-7533**

*Reservation and cancellation  
deadline is 3/12/10.  
No-shows and non-cancelled  
reservations will be invoiced.*

## Meetings

### **JANUARY 19** **Dinner Meeting** **Round Robin & Mixer**

Marina Jacks  
#2 Marina Plaza in Sarasota

Start the new year off with the return of the Round Robin and networking of established members and new members to learn all the benefits TCAA has to offer. See page 12 for all the details!



### **FEBRUARY 16** **Member Mixer**

Sarasota Vinyard  
1528 Main Street  
Sarasota, FL 34236  
More details to come!

### **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.*

## CALENDAR OF EVENTS

### **FEBRUARY 16**

Member Mixer Meeting  
Sarasota Vinyard

### **MARCH 16**

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

### **APRIL 20**

Annual Trade Show  
City of Sarasota  
Municipal Auditorium

### **MAY 11**

Maintenance Appreciation  
Maintenance Mania

### **JUNE 15**

Leasing Appreciation  
Dinner Meeting

### **JULY 20**

Monte Carlo Night

### **AUGUST 17**

Marketing Breakfast Meeting

### **SEPTEMBER**

**No Dinner meeting**

### **SEPTEMBER 24 (Friday)**

Annual Golf Tournament  
Heritage Oaks Golf  
& Country Club

### **OCTOBER 26**

Annual “BOO’S”  
Cruise - Le Barge

### **NOVEMBER 16**

Annual Auction

### **DECEMBER 14**

Industry Excellence Awards  
& Holiday Program

*All dates are tentative until confirmed.*

# Commercial Revitalization Specialists & Land Care Service

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.

We have the people, experience and commitment to provide cost-effective solutions to your landscaping needs. With staff team training and quality controls built into our business, we focus on communication with our Clients. Our principle owners are active in every area of Ameriscape Services. We look forward to an opportunity to serve you!



**Maintenance | Landscaping | Horticulture | Irrigation | Landscape Lighting**

## Property Of The Month

Ameriscape is very excited to announce Isles Of Gateway Property Of The Month. Susan Lostraglio (Community Manager) and Frank Ingrassia (Maintenance Manager) are an incredible team. They are very active in the Bay Area Apartment Association along with Ameriscape Services. They are active with the dinner meetings at BAAA as well as being on a variety of BAAA Communities like the Maintenance Mania committee, Golf Tournament committee, and Habitat For Humanity just to name a few. They also went to "Get on The Bus" Tallahassee Trip to be involved with helping make and establish laws for the apartment industry. They are a valuable asset to the BAAA. Ameriscape is very honored and proud to be a part of this team and partnership. Isles of Gateway won the Mayor's "Property Beautification Award". With the education and experience that they bring to their staff it shows on the property and when you walk into their office they make you feel welcomed like you are at home! I cannot say enough about this team. You can always count on the Isles Of Gateway Team.



Left to right: Jose Morales, Santa, aka Frank Ingrassia, Tom Scott, Sara Vogel, Ashley Cordone, Susan Lostraglio and Omar Allende.

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

### Proud Member Of The Following Associations

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



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





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**14502 N. Dale Mabry Hwy., Suite 200, Tampa, Florida**

The hiring

free written information about our qualifications. Principal office 1661 Estero Blvd., Fort Myers Beach, Florida 33931.