



TRI-CITY
APARTMENT ASSOCIATION

news

July 2011



July 28
The Ritz Carlton



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.



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

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FAA Offices:

341 N. Maitland Ave., #130, Maitland, FL 32751
407-647-8839

NAA Offices:

4300 Wilson Blvd., #400, Arlington, VA 22203
703-518-6141



23110 State Road 54, #243

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.

New Members

RBC Bank

4565 14th Street West

Bradenton FL 34207

Phone: 941-727-2960

Email: michael.castro@rbc.com

Contact: Michael Castro

Springs at Braden River

702 51st Street East

Bradenton FL 34208

Phone: 941-741-8400

Timberlake Apartments

8226 60 Street Circle East

Sarasota FL 34243

Phone: 941-351-3595

US Lawns

PO Box 50006

Sarasota FL 34232

Phone: 941-356-5320

Fax: 941-379-0655

Email: jeannie.kawcak@uslawns.net

Contact: Jeannie Kawcak

Visit Your Website at:
www.tcaonline.org



Keynote Speaker Announced for Apartment Revenue Management Conference

By Mike Gorman, CAPS, CPM, CCIM

2011 National Apartment Association Chairman of the Board, Rose Property Group



NAA is partnering with MultifamilyRevenue.com on a new conference, the Apartment Revenue Management Conference,

to be held September 12-14, 2011, at the Westin Kierland Resort in Scottsdale, Ariz. If you're in multifamily operations and interested in maximizing net income through creative revenue management strategies, you must attend this conference. You will learn about revenue management strategies and the combined power of marketing and revenue management as integrated disciplines. Robert Cross, Chairman & CEO of Revenue Analytics, labeled the "Guru of Revenue Management" by The Wall Street Journal, is the keynote speaker. Register today, book your hotel room and get more conference information at www.multifamilyrevenue.com/conference/.

Catch the Maintenance Mania® Fever!

Chances are your local apartment association is planning to host

a Maintenance Mania® competition soon. Nearly 20 affiliates have already scheduled their events for the upcoming sixth season, and dates are filling up fast. This program provides a unique opportunity to recognize not only the importance of maintenance professionals to the apartment industry, but also the vital role they serve in the eyes of community residents. Additionally, Maintenance Mania® provides a platform for NAA and local affiliates to increase maintenance management and tech involvement in the associations while promoting the Certificate for Apartment Maintenance Technicians (CAMT) training program offered by the NAA Education Institute (NAAEI). Contact your local affiliate to find out how you or your company can participate in the Maintenance Mania. Visit www.naahq.org/maintenancemania.

Weekly Tips on the NAA Community Site & Online Resource Center

Each week, subject experts are logging onto the NAA Community Site & Online Resource Center at <http://community.naahq.org> to share tips, trends, and answer your questions. Join the following Communities to join the conversation:

Marketing: Join Apartment Dynamic's Mary Gwyn and University Village's Kim Cory for the latest in multifamily marketing in the Marketing Community and Discussion Forum.

Bed Bugs: Greg Baumann from Rollins Inc. and Larry Pinto with Pinto & Associates discuss pests in the Bed Bugs Community and Discussion Forum.

Maintenance: NAA's CAMT Instructor, Pablo Paz, and David Jolley with Equity Residential are joining forces in the CAMT and Property Managers Community and Discussion Forums.

Green Communities: UDR's Doug Walker and "The Green Landlady" Kimberly Madrigal will offer tips and tricks on going green, including increasing sustainability and utility resource management.

NAA Education Institute Announces SingleMostImportantThing.com

NAAEI is pleased to announce the launch of its new Web site www.singlemostimportantthing.com to promote apartment industry education and NAAEI designation programs. The website helps interested individuals learn about the single most important thing that they can do to advance their career,

attain a NAAEI designation. This user-friendly site allows visitors to:

- Learn about course prerequisites for NALP, CAM, CAMT, CAPS, CAS and IROP
- Review a course syllabus
- Find a course to attend in their area and learn about online courses
- Download course brochures
- View course testimonials

A survey of supervisors who sent their employees to earn a NAAEI designation showed that NAAEI designations can lead to promotions, salary increases, bonus pay and professional distinction. Visit www.singlemostimportantthing.com to check out the new site.

Schedule Meetings With Your Member of Congress

Members of Congress will be returning to their home districts in August to take the pulse of their constituents. Now is the time to schedule set up your meetings during Congress' District Work Period (August 8 to September 5).

NAA Government Affairs will help you conduct a successful meeting, and you will have the satisfaction of knowing that you did your part to make the apartment industry's voice stronger.

Congress is currently considering many issues that will significantly impact the industry in the months and years ahead. Reform of

the Government-Sponsored Enterprises (Fannie Mae and Freddie Mac) is only one of many pressing issues.

Ninety-four percent of staffers for members of Congress report that constituents' visits to their district or state office to discuss issues on Capitol Hill has "some" or "a lot" of influence on an undecided member of Congress—more than any other influence group or strategy.

To learn how to set up your meeting and what to say when you meet with your members of Congress, go to www.naahq.org/governmentaffairs and click on "Congressional Recess Program."



MULTI-FAMILY SERVICE

IMMEDIATE RESPONSE

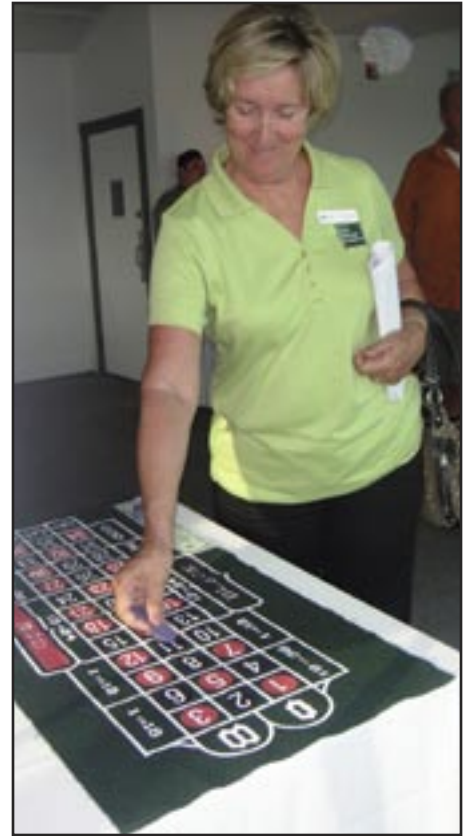


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MONTE CARLO NIGHT



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14 Management Dos and Don'ts to Motivate Employees

By David Shedd, *Startup Professionals Musings*

Is your team fully engaged to give their best, day in and day out? In a recent study by TowersWatson, an international HR consulting firm, fewer than 21% of employees surveyed described themselves as “highly engaged,” down from 31% in 2009. 8% admitted to being fully disengaged.

Having only one-fifth of your employees highly engaged is not the hallmark of a “winning business.”

It has often been said that employees rarely quit companies. Instead, employees quit their managers or supervisors by leaving the company. Mark Herbert, a consultant focused on engagement, says: “Engagement lives and dies on the front line of your business.”

Increasing positive managerial behavior and reducing negative managerial behavior will go a long way towards improving employee engagement. When your talented employees are engaged, they are able to perform spectacularly and build and improve your winning business.

Here are 14 management dos and don'ts to motivate employees:

1. DON'T get angry “Getting angry is easy. Anyone can do that. But getting angry in the right way in the right amount at the right time,

now that is hard.” (Mark Twain) Anger does not belong in your managerial kit bag.

2. DON'T be cold, distant, rude, unfriendly. Especially in difficult times, employees take cues from their immediate supervisors and need to hear from them.

3. DON'T send mixed messages to your employees so that they never know where you stand. Keep your message simple, focused and prioritized. Too many messages and initiatives just confuse and alienate people.

4. DON'T BS your team. This includes saying things that you don't believe in. This includes hiding information and just plain lying. By the time each of us is in our early 20's, we have all developed very well-tuned BS detectors.

5. DON'T act more concerned about your own welfare than anything else. Your success will come through the success of your team. “Self-serving detectors” are also very well-tuned in most employees.

6. DON'T avoid taking responsibility for your actions You are the boss. As such, you are accountable and the buck stops with you. You are trying to develop accountability throughout your company. So, lead

by example.

7. DON'T jump to conclusions without checking your facts first.

8. DO what you say you are going to do when you are going to do it. There is no better way to communicate the message that you are accountable for your promises and that everyone in your company should be accountable as well.

9. DO be responsive. Return phone calls, emails, etc.

10. DO publicly support your people. Your disagreements and disappointment with your employees can be communicated later and in private.

11. DO admit your mistakes...and take the blame for failures.

12. DO recognize your team. “You can never underestimate the power of simple recognition for a job well done.”

13. DO ask and listen. “The manager of the future will know how to ask rather than how to tell.” (Peter Drucker)

14. DO smile and laugh. Have some fun. But, be genuine; faked laughter is worse than doing nothing. When appropriate, laugh at yourself; it will humanize you.

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Heritage Oaks Golf & Country Club

4800 Chase Oaks Drive
Sarasota FL 34241
941-926-7602

Friday, September 23, 2011

7:30 a.m. - Registration
8:00 a.m. - Shotgun Start

PLAYER REGISTRATION FORM

TCAA GOLF TOURNAMENT • 9/23/11

\$75.00 per player TCAA members

\$85.00 per player non-members

Includes: Green fees, cart, range balls,
beverages and 19th Hole Dinner

\$25.00 19th Hole Dinner only

1. Primary Golfer's Name: _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

e-mail _____

Other players in your foursome:

2. Name _____

Company _____

Phone _____ Fax _____

3. Name _____

Company _____

Phone _____ Fax _____

4. Name _____

Company _____

Phone _____ Fax _____

Please check the following that apply:

- Primary Golfer/Company will be paying for total foursome
- Foursome will be paid for separately by individual golfers
- Super Packages are available for \$20 Per Player, includes: 2 Mulligans, 6 Raffle Tickets & Putting Contest
- I have special needs, please contact me at the number above.

ALL PLAYER'S NAMES MUST BE IN BY 9/20/11.

Cancellations after 9/20/11 will be charged a \$25 cancellation fee per player. Non-cancelled reservations and no-shows will be billed.

SPONSORSHIP FORM

TCAA GOLF TOURNAMENT • 9/23/11

Sponsorships include:

Signage, publicity in printed materials the day of the tournament and in the newsletter.

I would like to sponsor:

- | | | | |
|---|-------|--|-------|
| <input type="checkbox"/> Hole Sponsor | \$100 | <input type="checkbox"/> Longest Drive | \$250 |
| <input type="checkbox"/> Closest to the Pin | \$250 | <input type="checkbox"/> Putting Contest | \$300 |
| <input type="checkbox"/> Beverage Cart | \$500 | <input type="checkbox"/> Golf Balls | \$500 |
| <input type="checkbox"/> Snack Bags | \$250 | <input type="checkbox"/> Door Prize | \$ 50 |
| <input type="checkbox"/> Door Prize | \$ 25 | | |

I wish to donate the following prize: _____

I wish to donate the following for the golfer's goodie bags (100 items needed): _____

Corporate Sponsor \$1000

Includes sponsor banner and promotion on all printed material relating to the golf tournament, foursome of golf, hole sponsorship with set-up at the hole for give-a-ways and company promotion. Call the TCAA office for more details.

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Contact Name _____

RETURN FORMS TO:

TRI-CITY APARTMENT ASSOCIATION
23110 STATE ROAD 54, #243, LUTZ, FL 33549
OR FAX TO: (813) 315-6944

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

SPONSORSHIP DEADLINE IS 9/16/11

**PROPER ATTIRE PLEASE
NO JEANS OR TANK TOPS.**



SUMMER WATER SAFETY GUIDE

Staying safe around water doesn't mean having kids wear water wings

A recent American Red Cross survey* shows that almost 70% of the adults surveyed on water safety say they've had an experience where they nearly drowned, and one in four know someone who has drowned.

While over 90% of families with young children will be in the water at some point this summer, almost half (48%) plan to swim in a place with no lifeguard.

With so many planning to be in, on or near the water, it's important to follow the basics of water safety, maintain constant supervision of children and to get trained!



PRACTICE WATER SAFETY

- Swim in designated areas supervised by lifeguards.
- Always swim with a buddy; do not allow anyone to swim alone.
- Ensure that everyone in the family learns to swim well. Enroll in age-appropriate Red Cross water orientation and Learn-to-Swim courses.
- Never leave a young child unattended near water and do not trust a child's life to another child; teach children to always ask permission to go near water.
- Have young children or inexperienced swimmers wear U.S. Coast Guard-approved life jackets around water, but do not rely on life jackets alone.

MAINTAIN CONSTANT SUPERVISION

- If you have a pool, secure it with appropriate barriers—many children who drown in home pools were out of sight for less than 5 minutes and in the care of one or both parents at the time.
- Actively supervise children whenever around water—even if lifeguards are present. Always stay within arm's reach of young children.
- Avoid distractions when supervising children around water.

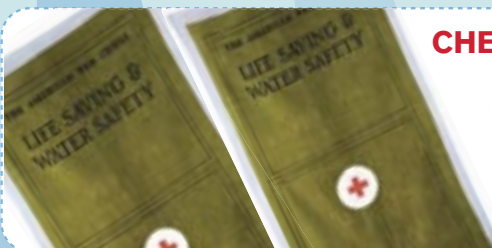
KNOW HOW TO RESPOND TO AN AQUATIC EMERGENCY

- If a child is missing, check the water first. Seconds count in preventing death or disability.
- Know how and when to call 9-1-1 or the local emergency number.
- Enroll in Red Cross water safety, first aid and CPR courses to learn how to respond.
- Have appropriate equipment, such as reaching or throwing equipment, a cell phone, life jackets and a first aid kit.

WHAT YOU SHOULD DO

- Print and circulate this flyer at your pool, community center and beach bulletin boards.
- Visit RedCross.org for more swimming and water safety tips.
- Contact your local Red Cross chapter to find out which aquatic facilities in your area offer Red Cross courses, and sign up!

*Source: Red Cross Telephone survey of 1,002 U.S. Adults 18 years and older on March 20-23, 2009 conducted by ORC International.



CHECK OUT GREAT SUMMER SAVINGS AT RED CROSS STORE!

VINTAGE BEACH TOWEL
SAVE \$5
USE DISCOUNT CODE: BEACH

ALL RED CROSS GEAR
SAVE 10%
USE DISCOUNT CODE: SUMMER

These two offers cannot be combined. Available only for a limited time at RedCrossStore.org.





Express



Complete the CAPS Designation in just 4 days!!
July 21-24, 2011

The CAPS Express will be instructed by **Doug Chasick, CPM, CAPS, CAS, Adv. RAM, CLP, SLE, CDEI.** Doug is the Senior VP of Multifamily Professional Services for Callsource. He is a Certified Synchronous Learning Expert, a Certified Distance Education Instructor, a Licensed Real Estate Broker: Florida & Georgia, and a Licensed Fair Housing Expert Instructor: Virginia. Doug has recently been honored by the National Apartment Association Education Institute's "Apartment and Career Education Award", (ACE) for his outstanding contributions to the industry.



Tuition for NAA Region IX members is only \$1,499!

The **Certified Apartment Property Supervisor Designation (CAPS)** was developed for Regional/District Managers or Maintenance Directors, Mid-Upper Level Management, Marketing Directors, and those aspiring to move to that level. If you are a CAM®, ARM®, RAM® with two years of apartment management experience - **OR** - a Property Supervisor with two years of multi-site experience, be sure to attend the CAPS® Express program using the **NEW** CAPS curriculum.

The CAPS program will be held at the AAGO Office located at
340 N. Maitland Ave
Maitland, Florida 32751
(407) 644-0539

CAPS Training Includes:

- **Legal Responsibilities**
- **Financial Management**
- **Property Performance Management**
- **Property Evaluation & Due Diligence**
- **Effective Leadership *NEW***



To register or for more information please contact the AAGO Education Department at 407-644-0539, education@aago.org, or fax this form back to 407-644-6288 with your details.

NAME: _____ COMPANY: _____
 PHONE: _____ EMAIL: _____



Presenting Sponsor



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Silver Sponsor Apartment Finder

Bronze Sponsor Accessories by Robin



The Legends are Coming

What are the Legend Awards?

It is a fun educating way of recognizing the office staff for their hard outstanding work. It is a leasing/marketing contest for those properties that choose to accept the challenge. Your mission should you choose to accept it is 6 competitive categories on your specific property. Last but not least is the most exciting component of the contest is a video that your property will create. TCAA will provide the tools that you require to compete!

6 Engaging Activities:

- Mystery Shop
- Advertising & Marketing of your property
- Myrentcomps.com
- Resident or Community Events - If you had an unlimited budget, what would you like to accomplish for your property?
- Renewals
- Spirit award

The Video:

- 2 minute video showcasing your property

Prizes:

- \$ 1,000—For Best Video
- \$ 150—for First Place Winner in each category

Dates:

- Competition is June 6th to July 6th
- July 28th, 6:30pm; Awards Ceremony, presentation of top 5 videos, and dinner

Location of Awards Ceremony:

- Ritz Carlton Sarasota
1111 Ritz Carlton Drive
Sarasota, FL

Local sponsorships are available, call the TCAA office for more information at 1-800-276-1927 for details.

\$45 per person at The Ritz-Carlton Sarasota

To attend, call TCAA @ (813) 315-6944 or e-mail to tcaa1@verizon.net

Platinum Sponsors





Thursday, July 28, 2011

Time:

6:00 p.m. Registration

6:30 pm

Dinner & Awards

*Cost: \$45 Per Person
Self-parking is limited,
there is an \$8 valet charge.*

Place:

*The Ritz-Carlton Sarasota
1111 Ritz-Carlton Drive
Sarasota, Florida 34236*

RSVP:

*Fill out the form and
return by June 17th*

*Sponsorships are available,
please call the TCAA office
at 1-800- 276-1927
for all the details.*

The Legend Awards

Get ready to experience a first-time event for the Tri-City Apartment Association...The Legend Awards.

You will view the top five videos from the TCAA Member Communities competing in this event for the best video with the winner being awarded \$1000. And, winners in six different categories will be awarded \$150 each.

Make reservations now for your entire staff to attend. This will be a night of "Legends."

TCAA Reservation Form • Legend Awards • July 28, 2011

COMPANY/COMMUNITY NAME _____

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 7/26/11.
No-shows and non-cancelled
reservations will be invoiced.*

Meetings

JULY 28 **Legend Awards**

Ritz Carlton
See page 13 for details.



2011 CALENDAR OF EVENTS

JULY 28

“Legend Awards”
Leasing Appreciation
Ritz Carlton

AUGUST

To be announced

SEPTEMBER 23 (Friday)

Annual Golf Tournament
Heritage Oaks Golf &
Country Club

OCTOBER 18

Annual “Boo’s” Cruise
Le Barge Tropical Cruises

OCTOBER 26-28

FAA Education Conference &
Trade Show
Hilton Orlando

NOVEMBER 16 (Wednesday)

Annual Auction

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.*



SEPTEMBER 23 **Golf Tournament**

Heritage Oaks
Golf & Country Club
See page 9 for details.

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.

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



Are you Hooked on Ameriscape?

Sign a Contract for Maintenance Service with Ameriscape Services and receive a gift certificate good for a 2 person - 1/2 day fishing charter with Captain Michael Anderson of REEL Animal Fishing (www.reelanimalsfishingshow.com). Enjoy this once in a lifetime adventure on the water courtesy of Ameriscape Services and Captain Michael Anderson.

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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
- Tri-City Apartment Association
- BOMA
- IFMA
- Planet



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





23110 State Road 54, #243
Lutz, Florida 33549

Address Service Requested

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- FREE** Notices and Forms at EVICT.COM
- NO CHARGE** for phone/email/office advice



CALL US TODAY FOR A COMPLETE MANAGER'S PACKET

1.800.253.8428
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EVICT.COM

HWDW
ATTORNEYS AT LAW

Serving the Property Management Professional

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