



**TRI-CITY**  
APARTMENT ASSOCIATION

# news

May 2011



**2011 Trade Show  
Best Booth Contest Winner:  
APARTMENT FINDER!  
Congrats!**



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

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



### Customer Service

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

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

### Coverage Area and Turnaround Time

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

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

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

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

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

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



### Quality

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

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

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

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

### Environmental Responsibility

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

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

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



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

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

## 2011 Board of Directors

### President

Ellen Peterson, *Lake East Apartments/NDC*

### Vice President

Tammy Stroupe, *Forest Properties*

### Treasurer

Lee Villarreal, *Citation Club*

### Secretary

Doug Mills, *Ameriscape Services*

### Immediate Past President

Stacey Stuart, *Sawyer McIntosh/Heron's Run*

### DIRECTORS:

Catherine Brody, *Prevail! Pest Control*

Monica Briant, *Sawyer Perico*

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Jennifer Christy, *Southwest Apartment Guide/FRMS*

Nancy Cox, *Woodbury Apartments*

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Beth Martin, *Sherwin Williams*

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Shawn Scheffsky, *Chadwell Supply*

Tara Simmons, *House of Floors*

### 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](mailto:tcaal@verizon.net)

Website: [www.tcaonline.org](http://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

### Biosweep of Florida

2135 Riviera Drive

Sarasota FL 34232

Phone: 941-993-9612

Email: [patrick@biosweep.com](mailto:patrick@biosweep.com)

Contact: Patrick O'Connor

Type of Business: Indoor air quality,  
odor removal, sanitation

## How Not to Get Fired

### 1. Do Your Job – Only Better

Bottom line: contribute to the bottom line.

### 2. Suck It Up

Giving off the impression that you're working just for a paycheck is a direct route to Pinkslipville.

### 3. Be Extra Politically Correct

Talking behind co-workers' backs is always a bad idea. In tough times it could be lethal. Make sure your work/social interactions are above reproach.

### 4. Don't Be Politically Correct

Don't be afraid to follow your instincts. You may have the idea that saves the company.

### 5. Never Miss a Deadline

Do whatever it takes to get the job done. On time.

### 6. Monitor Your Personal Use of Company Time

Once that hour is gone, it's never coming back.

### 7. Stay in the Loop

Go to lunch with the gang. Chat in the hall. Say hi to absolutely everybody.

### 8. Be Humble

Self explanatory.

### 9. Toot Your Horn

Take credit for your work.

### 10. Leave Office Romance to The Office

# Register Now for NAA's Conference and Save \$150

By Mike Gorman, CAPS, CPM, CCIM

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



Don't miss out on being part of the largest conference in the multifamily housing industry. Register by June 9 and save \$150 off

of your registration fees. The NAA Education Conference & Exposition offers more than 40 education sessions and Thought Leaders in 13 tracks. Attendees can find more than 700 booths on the trade show floor and great networking opportunities, such as the NSC-sponsored Opening Party to be held at The Beach at Mandalay Bay. Lock in your discount to the premier event in the multifamily housing industry. Visit [www.naahq.org/educonf](http://www.naahq.org/educonf).

## Online Education Access

NAA Education Institute (NAAEI) launched a new, universal online-based Learning Management System (LMS) that will be utilized across NAA affiliates. On the new system, you can take self-paced, online courses; just-in-time training; and NAAEI designation classes 24 hours a day. The LMS can be accessed at [www.naahq.org/lms](http://www.naahq.org/lms).

## Call Leadership Lyceum

NAA is seeking applicants for the Leadership Lyceum at the 2011

NAA Conference. The Leadership Lyceum works to identify and develop a well-informed and highly motivated group of emerging leaders with a strong commitment to the mission and strategic objectives of the NAA and its affiliated associations. Owner/manager members may enter the program through their local affiliate. Access the application at [www.naahq.org/memberonly/lyceum/Pages/Application.aspx](http://www.naahq.org/memberonly/lyceum/Pages/Application.aspx) (login required). Supplier members should contact the NSC directly for an application. For information, contact NAA's Lynn Miller at [lynn@naahq.org](mailto:lynn@naahq.org) or 703/797-0632.

## Military Spouses Eligible, Apartment Education Funds

NAAEI was recently approved by the Military Spouse Career Advancement Account (MyCAA) to provide spouse educational assistance for career training. The MyCAA Program is a career development and employment assistance program sponsored by the Department of Defense. MyCAA helps military spouses pursue a license, certificate, certification or Associate's Degree necessary for gainful employment in a high-demand, high-growth, portable career field and occupation.

MyCAA provides a maximum education benefit of \$4,000 with an annual fiscal year cap of \$2,000 to assist eligible military spouses in

acquiring a professional credential needed to meet their Portable Career goal. Visit [www.naahq.org/education/pages/military.aspx](http://www.naahq.org/education/pages/military.aspx).

## Hit the Greens

The 2011 Golf Challenge returns this year to Bear's Best Las Vegas on Wednesday, June 22. This is one of the year's biggest networking and recreational events benefiting NAA's Better Government Fund (BGF) and NAA's Political Action Committee (NAAPAC). The Golf Challenge will provide an excellent opportunity for you to network on a unique golf course designed by Jack Nicklaus.

The BGF, through corporate or personal contribution, underwrites NAAPAC fundraising, promotional and recruitment activities. A strong BGF ensures that both NAA and NAA affiliates can meet their fundraising goals and continue to have a strong political presence on Capitol Hill. The NAAPAC seeks to support Congressional candidates who represent good government and understand the needs and concerns of the multifamily housing industry. Support NAAPAC through a sponsorship opportunity or by registering your team now.

NAAPAC will also host a poker tournament at 10 p.m., on June 22. For information, contact NAA's Kathleen Youngblood at [Kathleen@naahq.org](mailto:Kathleen@naahq.org) or 703-797-0633.

**Visit Your Website at: [www.tcaaonline.org](http://www.tcaaonline.org)  
And, visit TCAA on Facebook**

**Tri-City Apartment Association**  
Serving the Bradenton-Sarasota-Venice area

HOME | ABOUT US | NEWSLETTER | SERVICES | MEMBERSHIP | EVENTS CALENDAR | NETWORKING | RESOURCES & LINKS

**Annual Trade Show on the Horizon!**

Click Here For Market Survey  
**MY RENTCOMPS.COM**

Our Trade Show committee is all about positivity for 2011 - this year's theme is "Everything's Coming Up Roses!". Come out to the Sarasota Municipal Auditorium on April 14th from 8:00-8:30pm to enjoy networking, refreshments, and interact with over 25 exhibitors. And best of all, it's free! Based on current booth reservations, this may be our biggest trade show yet, so you don't want to miss out!



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To learn more, contact our Sarasota Account Manager,  
Samantha Ostrander, at **1.813.523.0060** or  
[samantha.ostrander@instar.com](mailto:samantha.ostrander@instar.com)

**NATIONAL DISASTER TEAM**  
**1.800.555.8006**  
[www.instar.com](http://www.instar.com)



## Everything's Coming Up Roses!

TRI-CITY APARTMENT ASSOCIATION  
2011 TRADE SHOW

## THANK YOU Trade Show Committee

Tara Simmons, Chair  
Tammy Stroupe, Co-Chair

### Committee Members:

Stacey Stuart  
Lee Villarreal  
Shawn Scheffsky  
Jimmy Chestnut  
Loretta Ortiz  
Jennifer Christy  
Beth Martin

We appreciate ALL  
of the hard work you  
put into making  
this year's trade show  
a big success!

## THANK YOU Trade Show Food Sponsors

### GOLD

Ameriscape Services  
Chadwell Supply  
Forest Properties  
House of Floors  
JMG Realty Inc  
Landwise Horticultural Services Inc  
Law Offices of Heist Weisse Davis & Wolk PA  
Parking Management Solutions  
Southwest Apartment Guide/For Rent Media Solutions

### SILVER

Capstone Credit & Collections LLC  
Carlton Arms of Bradenton  
Erickson's Drying Systems  
Sawyer Realty Holdings LLC  
Tuscany Lakes, Pinnacle

### BRONZE

Absolutely Amazing Refinishing Inc  
Apartment Finder  
Cort Furniture  
Pinnacle Family of Companies  
Window Panes Inc

### GENERAL SPONSORS

|                              |                            |
|------------------------------|----------------------------|
| Braden Lakes                 | Orchard Park, Pinnacle     |
| Charlotte Crossing, Pinnacle | Palm Cove                  |
| Coral Club                   | River Trace                |
| Country Manor, Pinnacle      | Saratoga Place             |
| Country Walk, Pinnacle       | Tradition at Palm Aire     |
| Gates of Bradenton           | Turnbury Park              |
| Gulf Gate Apartments         | Valencia Gardens, Pinnacle |
| Huntington Place             | Willow Creek               |
| L'Estancia                   | Windsor Management         |
| Lake East Apartments/NDC     | Woodbury                   |
| Mira Lagos                   |                            |









## 2011 Participant Information Form & Liability Waiver

(Please print. Entire form must be filled out completely)

Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Community/Property Name \_\_\_\_\_

Work Address (*must be a street address*) \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

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

Supervisor Name \_\_\_\_\_ Title \_\_\_\_\_

Property Management Company \_\_\_\_\_

Your Home Address (*must be a street address*) \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Home Email \_\_\_\_\_

I acknowledge that to be eligible for the competition, the following criteria must be met. I must: (**check each box**)

\_\_\_\_\_ Be employed in the apartment industry.

\_\_\_\_\_ Be a member or employed by members in good standing with an Tri-City Apartment Association.

\_\_\_\_\_ I am participating in the Legend Awards.

I, \_\_\_\_\_ (**please print**) hereby acknowledge and agree that in consideration of being permitted to participate in the Legend Awards programs, events, or activities offered by the TCAA and organized and operated by TCAA (herein called the Associations): I do hereby release the Associations, their members, officers, directors, employees, sponsors, independent contractors, and agents from all liability, and do hereby waive as against the Associations, their members, officers, directors, employees, sponsors, independent contractors, and agents all recourses, proceedings, claims, and causes of action of any kind whatsoever, in respect of all personal injuries or property losses which I may suffer arising out of or connected with my preparation for, or participation in, the aforesaid Legend Awards, events, or activities, notwithstanding that such injuries or losses may have been caused solely or partly by the negligence of the Association, or any of their members, officers, directors, employees, sponsors, independent contractors, and agencies,

II) And, I do hereby acknowledge and agree:

- a) that some of the risks and hazards are foreseeable, but others are not;
- b) that I nevertheless freely and voluntarily assume all the risks and hazards, and that accordingly, my preparation for, and participation in the aforesaid Legend Award, events or activities shall be entirely at my own risk;
- c) that I understand that neither the Association, nor any of their members, officers, directors, employees, sponsors, independent contractors, and agents assume any responsibility whatsoever for my safety during the course of my preparation for or participation in the aforesaid Legend Awards programs, events and activities;
- d) that I have carefully read this RELEASE, WAIVER, AND ASSUMPTION OF RISK agreement, that I fully understand same and that I am freely and voluntarily executing same;
- e) that I understand clearly that by signing this release I will be forever prevented from suing or otherwise claiming against the Associations, their members, officers, directors, employees, sponsors, independent contractors, and agents for any loss or damage connected with any property loss or personal injury I may sustain by participating in or preparing for any of the above mentioned Legend Awards programs, events, or activities whether or not such loss or injury is caused solely or partly by the NEGLIGENCE of the Association or any of their members, officers, directors, employees, sponsors, independent contractors, and agents;
- f) that I understand clearly that the Associations would not permit me to participate in the Legend Awards programs, events, or activities unless I signed this RELEASE, WAIVER, AND ASSUMPTION OF RISK agreement, that this RELEASE, WAIVER, AND ASSUMPTION OF RISK agreement, applies to all the aforesaid Legend Awards programs, events, or activities;
- g) that this RELEASE, WAIVER, AND ASSUMPTION OF RISK agreement is binding on myself, my heirs, my executors, administrators, personal representatives, and assigns.

**Photo, Filming or Video Taping & Quote Release/Consent Agreement**

- a) I irrevocably consent to the unrestricted use by Ameriscape Services or Tri-City Apartment Association and those acting with the company's permission and authority, of my name, personal quote and any and all photographs which Ameriscape Services or Tri-City Apartment Association has taken of me or which I may be included for all purposes, in any and all media, without limitation, including advertising, solicitation or trade.
- b) I hereby waive any right to inspect or approve the finished photographs, filming or video taping quote, advertising copy, or printed matter that may be used in conjunction therewith, or to the eventual use that it may be applied.
- c) This agreement grants Ameriscape Services and Tri-City Apartment Association a non-exclusive and non-transferable license to use Vendor Marks (as defined below), on a royalty-free basis, for the purpose of advertising promotional activities or materials. For purposes of this Agreement, the term "Vendor Marks" will mean the trademarks, service marks, trade names, copyrights, logos, slogans and other identifying symbols and indicia of the Vendor. Notwithstanding anything to the contrary herein, the Vendor Marks will remain the property of the Vendor.
- d) Permission is granted to Ameriscape Services to use any and all vendor supplied photography received, on a royalty-free basis, for all purposes, in any and all media, without limitation, including advertising, solicitation or trade.
- e) I release Ameriscape Services or Tri-City Apartment Association and those acting under the company's authority from any liability concerning any blurring, distortion or alteration whether intentional or otherwise, that may occur or be produced in the taking of the photographs, or in any processing or publication of the photographs received or editing of quote.
- f) Permission is granted to use all or any part of my testimonial as indicated below and to edit the testimonial as Ameriscape Services or Tri-City Apartment Association thinks necessary, provided that such editing does not materially change the information or viewpoint I provided.
- g) This agreement constitutes the sole, complete and exclusive agreement between Ameriscape Services or Tri-City Apartment Association and me and I am not relying on any other representation whether oral or written.

Participant Signature \_\_\_\_\_ Date \_\_\_\_\_

Witness Signature \_\_\_\_\_ Date \_\_\_\_\_

Participant # \_\_\_\_\_  
**(To be assigned by the Tri-City Apartment Association)**

**Event Date: July 28, 2011**  
**Cost: \$55.00 per person**  
**Location: Ritz Carlton in Sarasota**

*date*

**Wednesday,  
May 25, 2011**

*time*

**11:00 am to 1:00 pm**

*cost*

**Free Lunch &  
Education Event**

*place*

**Woodbury Apartments  
955 53rd Street East  
Bradenton, FL 34208  
(941) 745-1305**

*rsup*

**Fill out the form and  
return by May 22nd.**



## **Networking Lunch & TCAA Online Market Survey Presentation & Demo**



*“With just a few quick clicks,  
you can update your information weekly and  
pull up to 9 of your comps in a single report.”*

– Debra, Property Manager

**TCAA Reservation Form • Online Marketing Survey • May 25, 2011**

**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**

COMPANY/COMMUNITYNAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY/STATE/ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
E-MAIL \_\_\_\_\_  
ATTENDEES \_\_\_\_\_

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



# MONTE CARLO NIGHT

Join us on June 21st for Monte Carlo Night featuring casino-style games including Texas Hold 'Em, Black Jack and Craps. Invite your entire staff and come play with TCAA!



*Tuesday,  
June 21, 2011*

*Time:  
6:00 p.m.  
Registration & Social Hour*

*7:00 pm  
Dinner & Event*

*Cost:  
\$35 Per Person*

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

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

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

## **TCAA Reservation Form • Monte Carlo Night • June 21, 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 6/17/11.  
No-shows and non-cancelled  
reservations will be invoiced.*

# Meetings

**MAY 25**

## Online Marketing Survey Presentation

Woodbury Apartments  
See page 12 for details.



**JUNE 21**

## Monte Carlo Night

Marina Jacks  
See page 13 for details.

# 2011 CALENDAR OF EVENTS

**MAY 25**

Educational Event  
NO DINNER MEETING

**JUNE 21**

Monte Carlo Night  
Marina Jacks

**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

**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.*

## 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](http://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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- 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](http://www.ameriscapeusa.com)





23110 State Road 54, #243  
Lutz, Florida 33549

*Address Service Requested*

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