



TRI-CITY
APARTMENT ASSOCIATION

news

November 2011



TRI-CITY APARTMENT ASSOCIATION
ANNUAL AUCTION

WEDNESDAY
NOVEMBER 16, 2011



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.

Miscellaneous

Thank You

Thank you to the members for their understanding of having to cancel the Boo's Cruise. TCAA has a packed calendar for the remainder of the year so we are unable to reschedule for 2011, but the Spring Fling Cruise will be coming up in March, 2012!



Russ Sandlin

Multifamily housing icon, Russ Sandlin passed away last month. He will be greatly missed. TCAA will always remember his impact on our association and the industry. Thank you, Russ.

Visit Your Website at:
www.tcaonline.org



NAA Develops Model Rental Housing Inspections Ordinance

By Mike Gorman, CAPS, CPM, CCIM

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



The NAA Government Affairs department has drafted a model residential rental property inspections

ordinance in response to an increasing number of rental housing inspections ordinances adopted in localities and municipalities that unduly punish owners, operators and residents of safe, professionally managed and code-compliant residential rental properties.

This model ordinance is provided as an example of language that may be used to promote the interests of rental housing providers in deliberations with lawmakers and other interested parties on issues concerning rental housing inspections programs. NAA members and affiliate associations who wish to use this model are encouraged to amend it to meet their unique needs.

Questions concerning this measure, which is available on the State and Local Government Affairs section of NAA's website, should

be directed to NAA's Government Affairs Department. Please call 703/518-6141.

NAAEI Offers Educational Webinar Series

The NAA Education Institute is offering several educational webinars on the NAA website. Industry experts and NAA members will facilitate the presentations.

The webinars include Transition to Refrigerant R410a (November 15) and Aggression Management (November 16) and Financial Calculations for Managers (December 15).

Each webinar provides viewers with copies of PowerPoint presentations, handouts with key information and a chance to ask the experts questions. Webinars are priced at \$29 for NAA members and \$39 for non-members. Past webinars are available at NAAEI's Learning Management System website. Please visit www.naahq.org.

Registration Dates, Keynote Speakers Set For NAA Student Housing, Education Conferences

Both the NAA Student Housing Conference and the

NAA Education Conference & Exposition are just around the corner.

Join industry leaders at the Wynn Las Vegas from February 29 to March 2, 2012, for the NAA Student Housing Conference & Exposition to network. Attendees will have a chance to exchange ideas and build businesses that best serve the student housing industry. Register before January 6, 2012, to take advantage of early registration rates and take part in the premier event in the industry. Please visit www.naahq.org/shc.

The 2012 NAA Education Conference & Exposition is the largest event in the multifamily housing industry. More than 5,500 professionals will gather June 28-30 in Boston to network and learn about the latest trends that will keep them on the cutting edge and at the top of the career ladder.

You won't get this kind of high-quality professional development anywhere else. Star athletes Mia Hamm and Nomar Garciaparra will team up for the Friday General Session and brand wizard, Bert Jacobs, co-founder of Life is good®, will head a Thought Leader session

and show you how optimism can help grow your sales. You'll also get practical take-home tactics from the more than 40 breakout sessions and the opportunity to explore cutting edge products and services from more than 325 suppliers on the trade show floor.

Register before February 3, 2012, and save with early registration rates. Please visit www.naahq.org/educonf.

Finance Expert to Speak Nov. 4 at the Assembly of Delegates in Atlanta

The NAA Independent Rental Owners Committee (IROC) is hosting an education session titled "Multifamily Financing

Alternatives" at the NAA Assembly of Delegates (AOD).

The event is at 11:30 a.m. on Friday, November 4. Glenn D. Houseman, MAI and Senior Vice President of CBRE Capital Markets will speak. A variety of topics will be addressed, such as the comparison of Freddie Mac, Fannie Mae, FHA, Conduits and banks underwriting financing terms and questions to ask a lender.

To RSVP for this event, please e-mail NAA's David Edwards as davide@naahq.org. Come join us at the AOD and learn, get educated and network with your peers from around the country.

Did You Know?

Members of TCAA are also members of NAA and entitled to the following NAA benefits:

- Government Issues, Advocacy and NAA Political Action Committee, Apartment Industry Mobilization Services, HotSheet Newsletters and more...
- UNITS Magazine and other Publications
- Education and Designation Programs
- Industry Resources
- Meetings and Expositions
- Discounted Services

Visit: www.NAAhq.org



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TCAA is joining Representative Greg Steube in collecting donations for Manasota Operation Troop Support (MOTS). All donations go to soldiers from the Manatee-Sarasota area who are currently serving in the Middle East. One of the most requested items from the troops is letters to help boost morale. TCAA would like to ask your help in getting together as many letters as we can to present to Representative Steube; he will be sending a package at the end of November. Remember that the holidays are coming up and our troops could use some words of gratitude and appreciation to help get them through this rough time being so far from their families.

Please send your letters, cards, etc. to:

Ellen Peterson
6311 Atrium Drive #209
Bradenton 34202

You can send letters via fax at (941) 907-4160 or email at epeterson@ndcrealestate.com. The deadline for submissions is Friday, November 11th.

If you would like to make donations (see the list) they can be made at:

Representative Greg Steube
5830 Lakewood Ranch Blvd, Sarasota, FL 34240

or

MOTS
4301 32nd Street West, Suite C-20, Bradenton 34205.

We appreciate your help!

MOTS Donation List

Cliff Bars
Slim Jims
Beef Jerky
Lemonade & Iced Tea Powder
Mixes (Singles)
Roasted Peanuts
Peanuts
Honey Roasted Peanuts
Cashews
Healthy Nut Mix
Pistachios
Powerbar
Trail Mix
Propel Powder Packs
Gatorade Powder Packs
Cheese Or Peanut Butter
Crackers
Healthy Nut Mix
Triple Edge Razors
Dental Floss
Dental Picks
(metal for cleaning
their guns)
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White Socks

Most Requested:

Cliff Bars, Beef Jerky,
and Letters

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Inexpensive and Creative Holiday Gift Ideas For a Tight Budget

A Guide to Shopping Smart for the Holiday Season

By Carrissa Larsen

With the holidays fast approaching, there is always a scramble to come up with thoughtful gift ideas for everyone on your list without breaking the bank. From Secret Santa at the office to Cousin Ned who you only see at the family Christmas party once a year, it's hard to find inexpensive gifts while still avoiding looking cheap or chintzy.

The key to staying within a gift giving budget is to decide your financial limit for each person you need to buy for. First, make a list of absolutely everyone you will be buying for during the season. Next decide on what you want to spend total. Take that amount and divide it up amongst your list. Make sure your nearest and dearest receive most of the wealth, and try to be fair down the list. Use your own discretion, and know that the budget may shift as you begin to shop. Also, try to bear in mind that what is "cheap" for some people is not for others. When buying gifts for a casual family, friend or office party, try to get people to agree on a reasonable limit so no one will "out spend" anyone else. Most people are happy to agree to a \$20 price cap.

Once you have your spending

budget in place, it's time to start your search for the perfect gift. One of the most important things to remember when gift-giving on a budget is the person you're buying for. When you can't blow someone away with expensive gadgets, it's always best to brainstorm things you know about the person you're buying for. For instance, what kind of books do they like to read? Do they have any hobbies? Is there something they've mentioned they'd like to try?

The Holidays are about showing people how much you care about them, not how much you spend on them. Here are some great gift ideas that you can customize for any price range and personalize for any person on your list:

Hobby Starter Kit

If you know someone who is artistic, creative, or just good with their hands, this is a great gift idea. From knitting, to jewelry making, to wood carving, to Photo shopping, it's easy to put together a "starter kit" to get someone on their way to enjoying a new hobby.

First, purchase a good "how-to" book on starting the designated hobby. Look through it to make

sure the instructions are clear, and things are well illustrated. The Dummies series is a great reference guide for just about anything you'd want to learn about. Next, purchase the basic tools to get them started. Great craft supplies can be found at Michaels, AC Moore, Wal-mart and more. Put these together in a nice box or basket and you have a unique, customized gift.

IOU Cards

While this may seem like a lame gift idea at first, it can be truly great if you put some thought into it. If you know someone with kids, give them an IOU for a couple nights of free babysitting. If you know someone who can't cook but loves good food, give them an IOU to cook them a dinner of their choice on you. If you know someone who's always busy and terribly disorganized, give them an IOU to clean and organize their home. The possibilities are endless.

The secret to making this seem like a really thoughtful gift rather than a last minute cop-out, is in the presentation. Take the time to make the IOU cards really creative. It's simple to get a card template for the computer and create a unique design for the service you're giving

as your gift. If you're at all crafty, an even nicer personal touch would be to hand make the IOUs. Local craft stores carry a large supply of unique paper, ribbons, glitter and other fun embellishments.

Gift Certificates

Most people shy away from giving gift certificates, as they often viewed as an easy way out to gift giving. On top of that, most people are uncomfortable with letting people know exactly how much money they spent on a gift. Once again, the key to pulling this gift off is creativity and personalization.

Don't just give one gift certificate. Come up with an interesting combination and present it as a gift package. For instance, a gift certificate to a person's favorite restaurant and a movie pass to the local theater can be a "Dinner and a Movie" package. A gift certificate to a favorite lunch spot and another gift certificate to a nearby spa for a facial could be "Pampered Lunch" package. Combined with the right IOU idea, this can be an even better gift.

Comfort Food Basket

Know someone who can't get enough chocolate? Have a friend who loves bizarre cheeses? Well, why not indulge them in the thing they love most?

When putting together a gift basket of someone's favorite treats, the thing to remember is quality

and creativity. When shopping for a chocolate friend, don't go out and grab a Hershey bar. Go to the local candy store and get a small box of assorted flavored truffles. Include a tin of gourmet cocoa and a box of chocolate English tea biscuits. When shopping for a cheese connoisseur, don't snag a block of cheddar and mozzarella and call it a day. Find individual cheeses of goat's milk, sheep's milk, and other exotic blends. Put this together with delicate water crackers or a loaf of crusty bread from the local bakery, maybe even a decent bottle of wine if your budget can accommodate it. The important thing is investing the time and effort to get an interesting assortment of items while still catering to a particular indulgence.

Presentation is also important with this gift as well. A great card explaining the "theme" of the idea can go a long way in making the idea appear clever and well-thought out.

Thought, creativity and presentation are the most important elements to a gift that's from the heart. After all, the holidays aren't about spending money, they're about spending time with the people you care about most. One of the best gifts of all is knowing you have friends and family who know you took the time to create a meaningful present, and that's the memory they will carry with them.

Example:

Cook's Basket

Total Cost: \$14 from a dollar store

Items:

- 1 Oven mitt
- 1 hot mitt
- 1 chef's apron
- 1 wooden spoon
- 1 rolling pin
- 1 ladle
- 1 large cooking spoon
- 1 pair of tongs
- 1 large fork
- 2 napkins
- 1 large steel or plastic bowl
- about 5 ft of ribbon
- 1 package cellophane wrap

Presentation: Unfold and place napkins into bottom of bowl so they're overlapping one another. Stand oven mitt vertically against back of bowl. Fold apron and place next to oven mitt and then place hot mitt next to it. Cut six pieces of ribbon, ½ ft each. Tie in a bow around each handle of rolling pin. Then, tie the remaining ribbon pieces around the handle parts of the ladle, two spoons, and fork. Place rolling pin vertically against oven mitt (you'll need to hang on to the front of the bowl so it doesn't tip backwards). Place remaining items inside bowl with the handle side up. Place bowl in middle of cellophane wrap. Gather wrap around books and bunch at top. Tie with a ½ ft piece of ribbon. (Due to the weight of the rolling pin, you may need to experiment with different ways to display the gifts in the basket so you can ensure the bowl doesn't tip over.)



Tri-City Apartment Association Industry Excellence Awards Entry Form

The TCAA Industry Excellence Awards are designed to honor outstanding achievements in the multifamily industry.

Categories *(Please check one)*

Individual Awards

- Property Manager
- Regional Manager
- Assistant Manager
- Leasing Professional
- Maintenance Supervisor
- Maintenance Person
- Grounds Keeper
- Housekeeper
- Associate Salesperson
- Associate Customer Service Rep

Property or Company Awards

- Community of the Year
(Under 200 units)
- Community of the Year
(201-275 units)
- Community of the Year
(Over 275 units)
- Curb Appeal
- Associate Company of the Year

Nominee Information

Nominee's Name _____

Community/Company _____

Address _____

City/State/Zip _____

Phone _____ E-mail _____

Nominated By

Nominee's Name _____

Community/Company _____

Address _____

City/State/Zip _____

Phone _____ E-mail _____

Nominee Entry Form Deadline is November 14, 2011.

MAIL, FAX OR E-MAIL TO:

TCAA, 23110 State Road 54, #243, Lutz FL 33549

Fax: (813) 315-6944, E-mail: tcaal@verizon.net

Industry Excellence Awards Entry Procedures

- Entry form must be submitted for each nominee, due by 11/14/11.
- A brief letter explaining why your nominee/property/company should win, due by 11/14/11.
- Support for your nomination by including (due by 11/14/11):
 - Details
 - Accomplishments
 - Photographs
 - Floor-plans
 - Occupancy Reports
 - Community Maps
 - Marketing Materials
 - Policies/procedures

Half-inch binders are encouraged for your submission materials, however is not required. Please do not solicit nominations from residents, only nominations within the apartment industry will be considered. There will be a Gold and Silver winner in each category. All members in good standing of TCAA are eligible to participate. Nominations will be judged by impartial employees of the First Coast Apartment Association.

Nominee Supporting Materials Deadline is November 14, 2011.

MAIL OR DELIVER TO:

TCAA, 23110 State Road 54, #243, Lutz FL 33549

Fax: (813) 315-6944, E-mail: tcaal@verizon.net

For more information, call:

1-800-276-1927 or (813) 949-7533.

Industry Excellence Awards Night

Tuesday, December 13, 2011

6:00 p.m. Registration & Cocktail Hour

7:00 p.m. Seated Dinner & Awards Presentation

Polo Grill Ballroom

10670 Boardwalk Loop, Lakewood Ranch, FL 34202

Cocktail Attire

*E-mail your reservations for the event by December 3, 2011
to tcaal@verizon.net.*





Tri-City Apartment Association Industry Excellence Awards Sponsorship Form

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 Tuesday, December 13, 2011. 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 "Industry Excellence Awards."

Sponsorship Categories *(Please 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/Community _____

Address _____

City/State/Zip _____

Contact Name _____

Phone _____ E-mail _____

- Please invoice my company/property Check is enclosed

Sponsorship Deadline is December 2, 2011.

MAIL, FAX OR E-MAIL TO:

TCAA, 23110 State Road 54, #243, Lutz FL 33549

Fax: (813) 315-6944, E-mail: tcaal@verizon.net

For more information, call: 1-800-276-1927 or (813) 949-7533.



Tri-City Apartment Association Industry Excellence Awards Reservation Form

Tuesday, December 13, 2011

6:00 p.m. Registration & Cocktail Hour

7:00 p.m. Seated Dinner & Awards Presentation

\$35.00 per person

Polo Grill Ballroom

10670 Boardwalk Loop, Lakewood Ranch, FL 34202

Cocktail Attire

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 2012. But the night doesn't end there! A DJ will entertain you with great dancing music and you'll have time to network with all the winners! Don't miss this chance to spend time with your TCAA family, invite your entire staff and bring in the holiday spirit!

Company/Community _____

Address _____

City/State/Zip _____

Contact Name _____

Phone _____ E-mail _____

Attendees: _____

I have special needs, please call me.

**Reservation/Cancellation Deadline
is December 9, 2011.**

MAIL, FAX OR E-MAIL TO:

TCAA, 23110 State Road 54, #243, Lutz FL 33549

Fax: (813) 315-6944, E-mail: tcaal@verizon.net

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



TRI-CITY APARTMENT ASSOCIATION ANNUAL AUCTION

25% OF THE PROCEEDS WILL BENEFIT THE FAA APAC AND
25% WILL BENEFIT THE TCAA EDUCATIONAL SPONSORSHIP FUND

NOVEMBER 16, 2011

5:30 P.M. REGISTRATION & ITEM VIEWING · 6:30 P.M. DINNER · 7:30 P.M. AUCTION
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DONATION FORM

- I/WE WISH TO DONATE AN ITEM FOR THE TCAA AUCTION.

ITEM: _____

THE VALUE OF THIS ITEM IS \$ _____

- WE WILL BRING ITEM TO TCAA.
 WE WILL BRING ITEM TO THE AUCTION.
 I/WE PLEDGE \$ _____ FOR THE AUCTION.
 PLEASE INVOICE ME.
 MY CHECK IS ENCLOSED, PAYABLE TO TCAA.

COMPANY/COMMUNITY NAME:

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: (____) _____

E-MAIL: _____

CONTACT NAME: _____

PLEASE RETURN DONATION FORM
BY 11/11/11 TO:
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23110 STATE ROAD 54, #243
LUTZ, FLORIDA 33559
FAX: (813) 315-6944
E-MAIL: TCAA1@VERIZON.NET

Dues, contributions or gifts to the Tri-City Apartment Association are not deductible as charitable contributions. For Federal Tax purposes, however, such dues, contributions or gifts may be deductible under other sections of the Internal Revenue Code. Please consult your tax advisor.

RESERVATION FORM

COMPANY/COMMUNITY NAME:

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: (____) _____

E-MAIL: _____

ATTENDEES: _____

- I HAVE SPECIAL NEEDS, PLEASE CALL ME AT THE NUMBER ABOVE.

PLEASE RETURN RESERVATION FORM
BY 11/11/11 TO:

TRI-CITY APARTMENT ASSOCIATION
23110 STATE ROAD 54, #243
LUTZ, FLORIDA 33559
FAX: (813) 315-6944
E-MAIL: TCAA1@VERIZON.NET

PHONE: 1-800-276-1927 OR (813) 949-7533

Reservations and cancellations accepted up to 48 hours before event.
No shows and non-cancelled reservations will be invoiced.

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- Tri-City Apartment Association
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- Planet



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





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