



**TRI-CITY**  
APARTMENT ASSOCIATION

*news*

*September 2011*

Annual Golf Tournament  
September 23, 2011  
Heritage Oaks Golf & Country Club





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

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### Immediate Past President

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

### DIRECTORS:

Monica Briant, *Sawyer Perico*

Stephanie Bryant, *Bermuda Estates*

Latoya Butler-Humes, *Carpet Company 3*

Jimmy Chestnut, *Pinnacle*

Jennifer Christy, *Southwest Apartment Guide/FRMS*

Nancy Cox, *Woodbury Apartments*

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Jennifer Mayforth, *Southwest Apartment Guide/FRMS*

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

### Bayshore Apartments

2047 Flamingo Blvd, Bradenton FL 34207

Contact: Denise McCormick

Phone: 941-758-5731

Fax: 941-739-3964

Email: [dmccormick@lanecompany.com](mailto:dmccormick@lanecompany.com)

Management Company: Lane Company

### Citadel Apartments

125 Airport Avenue East, Venice FL 34285

Contact: Jamie Biller

Phone: 866-317-7330

Fax: 941-485-6025

Email: [jbiller@gallinacos.com](mailto:jbiller@gallinacos.com)

Management Company: Gallina Management

### Toledo Club Apartments

3565 Island Club Drive, North Port FL 34288

Contact: Jamie Biller

Phone: 941-423-6600

Fax: 941-423-0224

Email: [jbiller@gallinacos.com](mailto:jbiller@gallinacos.com)

Management Company: Gallina Management

## THANK YOU

**Thank you to everyone who attended the "Getting Social" Seminar held on August 23rd. A big thank you to Jennifer Mayforth and Jennifer Christy (Southwest Apartment Guide/FRMS) for presenting the seminar.**

**Visit Your Website at:  
[www.tcaonline.org](http://www.tcaonline.org)**



# Apartment Revenue Management Conference: Registration is Open!

By Mike Gorman, CAPS, CPM, CCIM

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



NAA recognized 1600 Vine for Best Community of the Year during its Education Conference & Exposition in

Las Vegas in June. Located in Hollywood, CA, 1600 Hundred Vine was also awarded a PARAGON for the Best Community Less than 5 Years Old and Over 150 Units. The PARAGON awards recognize the multifamily housing industry's top communities, executives, employees and affiliate programs. A list of all winners and details about each will appear in the September 2011 issue of *units* magazine.

## NAA Income & Expenses Survey Released

NAA's annual Survey of Income & Expenses includes an executive summary, detailed data, reports and charts about rental communities. The executive summary appeared in the August 2011 issue of *units* magazine and full results will be made available on a CD for purchase in early September. Contact NAA's Valerie Hairston at

valerie@NAAhq.org to order your advance copy.

## Attention Independent Rental Owners

The new Independent Rental Owner Professional (IROP) designation program is offered to the rental owner who manages their personally held multifamily property or properties. The independent rental owners who take the IROP course will learn the many business practices of professional property managers and can now earn the IROP designation and certificate after completing the course of study and passing the online exam. Visit <http://www.NAAhq.org/IROP>

## Assembly of Delegates to Meet in November

The Assembly of Delegates (AOD) is NAA's largest business meeting of the year, where all NAA and NAAEI Boards, Committees and Task Forces meet and the new incoming volunteer leadership is installed. The 2011 Assembly of Delegates meeting will be held at the Intercontinental Buckhead Atlanta. Contact Diane Bombard at [Diane@NAAhq.org](mailto:Diane@NAAhq.org) or (703) 797-0621.

## Save The Dates!

Save the Dates for the 2012 NAA Student Housing Conference, to be held February 29 to March 2, 2012, at the Wynn Las Vegas. The 2012 NAA Education Conference & Exposition will be held June 28-30, 2012, in Boston.

Make sure to visit the NAA website in the coming weeks for information regarding keynote speakers, breakout education sessions, registration, hotel information and more. Visit <http://www.NAAhq.org> for details.

## Online Resource Center Expands

You can now share even more of your affiliate's resources thanks to recent improvements made to the NAA Community Site & Online Resource Center <http://community.NAAhq.org/>.

YouTube videos, Webinars, audio files and other large file types can now be shared in the Online Resource Center, in addition to traditional formatted documents.

## Participate in NAAPAC

The success of NAAPAC starts with you. For information on ways

to hold a fundraising event, please contact NAA's Kathleen Youngblood at Kathleen@NAAhq.org or (703) 797-0633.

### Prepare for SHCM Exam Online

Affordable housing management professionals can now prepare to earn their Specialist in Housing Credit Management (SHCM) certification by studying online. This convenient and affordable Webinar-based study method is based on the National Affordable Housing Management Association's "Practical Guide to Tax Credit Housing Management" workbook. Participants will receive course materials in pdf format. Register at <http://www.NAAhq.org/onlinelearning>.

## 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](http://www.NAAhq.org)



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RESTORATION | RECONSTRUCTION | RENOVATION  
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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)



# Why Should I Rent from You?

By Lisa Trosien

Your ads are compelling. Your website is easy to navigate and your floor plans are right there for me to review. I might even be able to place my furniture on them if you've got that functionality on your site.

Even better, your property is priced right and has great curb appeal. But, I'm still not sold. If I was, I probably would have reserved an apartment online. What's missing? Probably what's missing from most websites, offices, collateral materials, property videos and more.

## Q. What's missing? A. Testimonials.

I need to know that other people like – or even better, LOVE – living at your property. And I haven't seen one word of a testimonial on your site. So, what should I do? Well, I'll do what everyone does in this day and age of social media – I'll Google your site and see what comes up under your name. And believe me, there's a wide variety of sites with opinions to share these days. If it's not ApartmentRatings.com, it's Yelp.com, or even a relative newcomer (at least to me), InsiderPages.com. And that's where I find

your property's testimonials.

Not all of them are positive, but that's okay. Like most people, I'm suspicious of products that have 100% positive ratings. But, I find it interesting that you haven't responded to a single review on these sites. Why wouldn't you take the time to respond? Your lack of participation on these sites tells me a couple of things (and I might not even be correct with my assumptions, but that's not my problem – it's yours).

1. It tells me you don't care what people say about your company and your product. Isn't that just a little bit arrogant? Can't constructive criticism help you create a better product? And provide better service?

2. It tells me that you don't even want to engage your clients in conversation about their experiences. Hmm...how will you treat ME if I have an issue?

Would all of this been avoided if you'd have had testimonials on

your site? Maybe, maybe not. But don't you think that in this day and age of social media and word of mouth (let alone word of mouse) recommendations, you'd have thought of this?

Start using testimonials in your leasing office, in your models, on your website and even on your collateral materials, to distinguish your property management business from the competition. Have a variety of demographic groups in your testimonials. The 65 year old empty nester couple might not relate well to the 22 year old roommates fresh out of college in their first jobs, you know?

## A couple more rules about your testimonials:

1. Use photos. People want to see who provided the testimonial.
2. Be specific. Have your residents give details on what they love about living at your property.

Why send people searching for reviews? Provide them for your prospect residents. They'll soon become an invaluable selling tool.

# BEAUTIFUL LANDSCAPES



# DRIVE VALUE.

When you choose ValleyCrest as your landscape partner, you get the consistent service and proven expertise of a local, dedicated team backed by the strength and resources of the nation's largest and most experienced integrated landscape services company. A landscape installed and maintained by our expert workforce provides a beautiful and safe environment for your community.

All your landscape needs—including development, maintenance, tree care, renovations, seasonal color, irrigation management, water conservation, and green waste recycling—are expertly handled by one source.



**ValleyCrest**  
Landscape Maintenance

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Sarasota, Florida 34243  
941.756.2939

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Exterior Landscape Maintenance | Tree Care | Irrigation & Water Management



# 2011 FAA Education Conference

## Perfect For YOUR Budget!



### THE CLIMB

October 26–28, 2011  
Hilton Orlando  
Orlando, Florida

**Amazing Discounts**  
on Management Company  
Group Registrations  
**Save 5 to 15%**

**Register Today**  
Reserve Your Hotel Room  
at [www.faaHQ.org](http://www.faaHQ.org)

Don't let your budget prevent you from attending the premier multifamily housing industry event – the 2011 FAA Education Conference & Trade Show. With so much included in a Full Conference Registration, you won't have to break your budget to experience it all!

#### Join Us for The Climb!

Here's what 2010 conference goers had to say...

"The FAA Conference is the highlight of our corporate year. ContraVest views the conference as an opportunity to bring all our managers in to share in the experience and education. It's a terrific team-building opportunity. The value of the Trade Show is immeasurable. Each year we are able to negotiate better deals for our properties, whether it be advertising, maintenance or software. In the end, it more than pays for itself. We include attendance at the FAA Educational Conference in every budget, every year...it's a "can't miss!" - *Christin Tenpenny, VP of Management Operations, ContraVest Management Company*

"Due to its exceptional value, the FAA Education Conference is one event that will always be included in my property's budgets. Not only does this conference provide outstanding educational opportunities for my associates, it gives us the rare opportunity to network with industry leaders and innovators from all over the state and country." - *Kellie Jackson, Regional Vice President Eastern Region, Milestone Management, L.P.*

#### What's included in your Full Conference Registration – a \$289\* value for members?

##### Education, Networking & Events

- Entrance to seven timely and cutting-edge education sessions on Fair Housing Management, Communications Skills for Today's Successful Teams, Transitioning from Peer to Supervisor, and an industry forecast by a UCF Professor of Real Estate.
- Opening General Session with Cary Mullen, Olympic Skier, Sports Personality, and Businessman who'll relate his story of "Achieving Goals in Extreme Conditions" and the hilarious David Glickman (Tampa) will close the Conference.
- Entrance to the Trade Show Floor both days, providing one-stop shopping for all of your community's service needs
- Entrance to the State Championship Maintenance Mania Competition

##### Meals

- Coffee & Breakfast Pastries Each Morning
- Lunch Both Days
- Thursday evening Heavy Hors D'oeuvres at the Exhibitor Wind Down Cocktail Reception
- Dinner on Friday Night

**Worried about travel costs?** Arrive on Thursday morning and leave on Saturday morning – only a two-night stay will be required and you won't miss a thing! The cost of an FAA Conference hotel room is only \$179 – what a bargain! Share your room and cut your hotel expense in half!

##### Conference Guarantee

- If you're not completely satisfied with the educational seminars, we'll offer you a satisfaction guarantee!

#### What are you waiting for? Register Today!!

\*-After August 26, registration fees increase \$65.

#### THANK YOU TO OUR 2011 MEDAL SPONSORS

##### PLATINUM SPONSORS



341 N. Maitland Ave.  
Suite 130  
Maitland, FL 32751  
407-647-8839  
[www.faaHQ.org](http://www.faaHQ.org)

# Tis The Season Of Budgets

By Andrew Botieri, Total Peak Performance

As a sales/service professional, it will soon be the time of year when you begin to gear up for one of the most important fiduciary responsibilities you have. preparing your new budget. Since most sales companies begin their budget process during the third quarter, I thought the timing for this article would be perfect.

Over the years, when developing my own company budgets and while working with my current sales/service coaching clients on developing theirs, time is always an obstacle. What I mean is that we often do not have enough upfront budget prep time because of daily work-load, and this means we end up “rushing” through the budget process which increases the possibility of error, which never ends being in your favor. Your budget is like the “play book” of a professional football team, where lack of preparation shows on the playing field.

So, let's do a budget check-up to make sure you'll have a head start and an effective budget to help you reach and exceed your occupancy and revenue goals:

1. Have your teams pull their budget file and notes from last year's budget folders. Now, review this information to get a “feel” of what and how you and your team were thinking when preparing last

year's budget. Will you think differently for this year's budget versus last?

2. Pull a current year-to-date financial statement with all expense/revenue lines broken down separately and take the temperature of your current financial situation. What shape are you in going into the next year? What trends could affect you?

3. Calculate your staffing and sales/marketing needs, your revenue/renewal targets and your projected expense items. Remember, your budget needs and wants are two different things.

4. I recommended you have your budget worksheets on an excel spreadsheet to make for easy calculating. Also make sure those working with you on the budgeting process make copious notes about their budget calculations so justifying each budgeted line items will be easier. In addition, base this year's

numbers from the ground up and not from last year's numbers.

5. Compare last year's budget to this year's new proposed budget looking for big variances or “red flags” and discuss those with your multi-housing team.

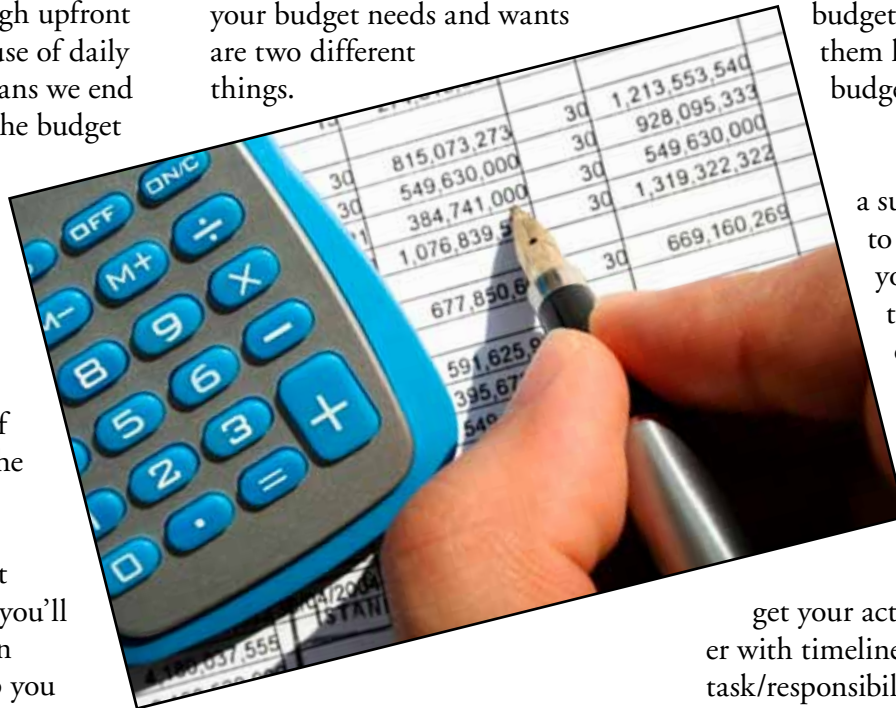
6. Lastly, after your budgets have been approved, place the final budgets into a three-ring binder so your team will have a working budget to operate with throughout the year which builds accountability into your budget forecasting.

This means, reviewing their budgets monthly helps them keep on top of their budget performance.

The key to building a successful budget is to get an early start so your time and great thinking/planning can go into this process.

TPPTip: Pull together a budget meeting over a working lunch and

get your action plan put together with timelines in place for each task/responsibility for getting the budget completed. Assign specific duties for people and get busy. Have a quick weekly meeting to see the progress everyone is making. To reduce the stress, maybe award a prize for the first team who get their budgets completed on time and correctly.





# Property Management Law Seminar

with Harry Heist, Attorney at Law

**Date:** Tuesday, September 13, 2011

**Time:** Registration 8:30 am  
Seminar from 9:00 am to 3:30 pm

**Location:** The Event & Conference Center  
Manatee Association of Realtors®  
10910 Technology Terrace  
Lakewood Ranch, FL 34211

**Cost:** \$35 Members, \$45 Non-members  
Includes Lunch

*This seminar is ideal for anyone involved in property management.*

Join us for the must-attend seminar...you will learn about Applications to Evictions and everything in between including: new notices, new laws, new case law, new dangers, inspections, deposit laws, tricks, abandonment, in depth notice studies, eviction avoidance tips, lease clauses, inspections, new bankruptcy laws, FDCPA, FCRA, collections, screening, mold strategies, security deposit pitfalls, terminations, success through forms and notices, liability avoidance, pet issues, rent withholding, releases, checklists, occupancy, lease breaks, procedures, streamlining, stipulations, abandoned property, letters, corporate tenants, writ procedures, documentation, employee evictions, Fair Housing, renewals and TONS MORE!

**Sponsors: Ameriscape Services, NDC Real Estate Management  
C & N Renovation and Southwest Apartment Guide/FRMS**

**TCAA RESERVATION FORM  
PROPERTY MANAGEMENT LAW SEMINAR • SEPTEMBER 13, 2011**

Company/Community \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Attendees \_\_\_\_\_

**MAIL OR FAX NO LATER THAN SEPTEMBER 9, 2011 TO:**

**TRI-CITY APARTMENT ASSOCIATION**

**23110 STATE ROAD 54, #243 • LUTZ, FLORIDA 33549 • FAX: (813) 315-6944**

**FOR MORE INFORMATION, PLEASE CALL TCAA AT 1-800-276-1927 OR (813) 949-7533**

*Cancellation/reservation deadline 48 hours prior to event, no-shows and non-cancelled reservations will be billed.*

# Tri-City Apartment Association 2012 Board of Directors

If you are looking for a chance to make a difference and are willing to give some time, thought and energy to setting the direction of your Association, this is your chance. Each year, the Tri-City Apartment Association looks for new people with fresh ideas and enthusiasm to join the Board of Directors.

## Qualifications

Candidates must be a member in good standing. We are looking for people with strong leadership abilities and the desire to work for the betterment of the multihousing industry.

## Term of Office

The term of office for a director is one year. You may be asked to serve additional terms.

## Get Involved

You will need to attend Board meetings on a monthly basis (held on the third Tuesday of the month prior to the monthly membership meeting). You may also be asked to serve on a committee, attend Association functions, and other special events or meetings. This is not a “get-rich-quick” type of job, but it does offer a great deal of satisfaction, as well as the opportunity to help the industry that helps you. To apply, simply fill out the form below and fax back to TCAA. All applications will be held in strictest confidence.

Name \_\_\_\_\_

Company/Property Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

How many years have you been a member of TCAA? \_\_\_\_\_

Do you participate in Association activities? \_\_\_\_\_

Does your employer support your involvement in TCAA as well as the time commitment required of Board members? \_\_\_\_\_

If you have served on other boards or as an officer of other organizations, please list: \_\_\_\_\_

If you would like to be an officer and what position might interest you? \_\_\_\_\_

What are your areas of interest in the multihousing industry? \_\_\_\_\_

What are your goals for TCAA? \_\_\_\_\_

Additional comments: \_\_\_\_\_

**Please fax your completed form to TCAA at (813) 315-6944 by September 9, 2011.**

**Call for Nominations**



# Tri-City Apartment Association's Annual Boo's Cruise

**Date:**  
**Tuesday**  
**October 18, 2011**



**Time:**  
**6:30 p.m.**  
**Registration & Boarding**  
**7:00 p.m. Ship Departs**  
**9:00 p.m. Ship Returns**

**Cost:**  
**\$35 Per Person**  
**Cash Bar**  
*(No checks or credit cards accepted)*

Join the TCAA membership aboard this fantastic cruise for a goulting good time with food, entertainment and networking. You are invited to bring your spouse, friends, clients, or anyone you wish to help you enjoy the annual Boo's Cruise event. The ship is reserved exclusively for TCAA! Dress up for the "Fun Costume Contest" and once again, there will be a "Pumpkin Auction" ... those incredible carved pumpkins are back and able to be bid on. Make sure you bring cash!

*Sponsorships are available, call the TCAA office.*

**Place:**  
**LeBarge Tropical Cruises**  
**Marina Jacks**  
**#2 Marina Plaza**  
**Sarasota, FL**

**RSVP:**  
**Fill out the form**  
**and return by**  
**October 14th**

**Don't Forget:**  
**Fun Costume Contest!**

## TCAA Reservation Form Boo's Cruise • October 18, 2011

COMPANY/COMMUNITY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

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

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

ATTENDEES \_\_\_\_\_

I have special 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 10/14/11.*

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



**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: Continental Breakfast, Green Fees, Cart,  
 Range Balls, Beverages, 19th Hole Lunch &  
 a Free Foursome Certificate at Heritage Oaks  
 \$25.00 19th Hole Lunch 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	\$ 25
<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.**

# Meetings

**SEPTEMBER 13**

## Property Management Law Seminar

The Event & Conference Center  
See page 10 for details.



**SEPTEMBER 23**  
**Golf Tournament**

Heritage Oaks  
Golf & Country Club  
See page 13 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.*



**OCTOBER 18**  
**Boo's Cruise**

La Barge Tropical Cruises  
See page 12 for details.

**OCTOBER 26-28**  
**FAA Education Conference & Trade Show**

Hilton Orlando  
See page 8 for details.

**NOVEMBER 16**  
**Annual Auction**

Watch for more details.



**DECEMBER 13**  
**Industry Excellence Awards & Holiday Program**

Nomination forms coming soon...  
Think about who you want  
to nominate!

*All dates are tentative  
until confirmed.*

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- 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)





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