

News from Capital City Apartment Association



Greetings! Here is your December newsletter. We hope you find the industry news and articles informative and useful. This newsletter, past issues as well as the ones to come, will be archived on the CCAA website for future viewing, just click on the link below.

<http://www.ccaassociation.com>

Capital City Apartment Association

Apartment Cornerstone Newsletter

A newsletter serving the Tallahassee Multi-family Housing Industry

December 2008

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- * Holiday Security Checklist

**CCAA
CALENDAR OF
UPCOMING
EVENTS**

The CCAA would like to thank the following people and businesses for all their hard work and support for the 2008 Holiday Gala

**Kathryn Albritton
Michele Miller
Brian Martin
Ely Rosario
Lynn Siflinger**



January 14, 2008

CCAA Board Meeting

11:30 AM

Spanish Oaks

1327 High Rd.

January 27, 2008

CCAA Luncheon Meeting

11:30 AM

Installation of 2009 Officers and Board members

Holiday Inn on North Monroe Cost:

\$15 Member

\$20 Member Platinum

\$20 Non-member

\$25 Non-member Platinum

Cristal Penik

Director ('07-'08)

Capital Walk Apartments

850 Capital Walk Drive

Tallahassee, FL 32303

Work: (850) 576-7368

Fax: (850)

Kathryn Albritton

Assoc. Director ('07-'08)

Apartment Finder

200 Nabb Loop

Tallahassee, FL 32317

Work: (850) 575-2727

Christina Wimberley
ARD Distributors
Apartment Finder
Apartment Seekers
R & R Fire & Safety Equipment
Silver Slipper Resturant
White's Plumbing

A very special thanks to
Christina Wimberley
for chairing this event!

may want to look into advertising with another print guide. After all, a lease is a lease - you can never get enough of a good thing!

There are so many different places where an apartment community can advertise these days that it is overwhelming! You can weed through the clutter and re-direct your advertising dollar when you are certain you know which sources are working the best. The end result - a targeted advertising campaign that is giving you a maximum return on your investment, and the lowest possible cost-per-lease.

Christopher higgins is The Apartment Guy, a professional speaker, industry educator and marketing consultant based in Montana. Christopher owns small multifamily property in Florida, Missouri, Montana and Saskatchewan. With 17 years of experience in the industry, Christopher started his career in West Texas with his own print apartment publications and at age 23, became the national marketing and training director for a Top-50 NAHB multi-family developer. He has leased, renovated, marketed and managed rental housing. Performing more than 150 seminars each year across North America and the UK, his topics include closing and phone skills, resident retention, Fair Housing, Internet and outreach marketing, advertising, collateral materials workshops and investment seminars. For more, visit

www.theapartmentguy.net .

TALLAHASSEE POLICE DEPARTMENT
HOLIDAY SECURITY CHECKLIST

Your safety is of the utmost importance to the Tallahassee Police Department. During the holiday season, crime tends to increase. We offer the

Fax: (850) 575-3027

Christina Wimberley

Assoc. Director ('07-'08)
Apartment Seekers
2887 A W. Tharpe Street
Tallahassee, FL 32304
Work: (850) 877-0587
Fax: (850) 574-8009

Jason Bonner

Assoc. Director ('08-'09)
R & R Fire & Safety Equip.
2343 Vinkara Drive
Tallahassee, FL 32303
Work: (850) 591-9015
Fax: (850) 205-3171

Tracey Golay

Assoc. Director ('08-'09)
TLH City Utility
300 S. Adams, Box 2
Tallahassee, FL 32301
Work: (850) 891-6967
Fax: (850) 891-0901

Michele Miller

Past President
Spanish Oaks
1327 High Road
Tallahassee, FL 32304
Work: (850) 222-8496
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Both Fundraisers have done well since they started in May and will return with our September Luncheon Meeting. If you are not familiar with the fundraisers and what they are for, just read on.

1.) Platinum Luncheon:

Purchase a Platinum Luncheon Ticket for \$20 (CCAA members) or \$25 (Non-members) and get a chance to win the 50/50 drawing. The APAC Fund will receive half of the \$5 from each purchase and a lucky ticket holder will win the other half. You may purchase Platinum Lunch

following safety tips to assist you in having a safer and happier holiday.

Going HOME FOR THE HOLIDAYS. . .

- Leave a spare key with a neighbor or relative instead of keeping it outside. If you choose to place a key outside, insure that it is not kept under flowerpots or doormats.
- Use timers on lights, radios, and television sets to give the impression that someone is home when the house is unoccupied. Using timers with a built-in random time function to vary the time that lights and other appliances are turned on, are best for accomplishing this task.
- Insure that all doors have secure dead-bolt locks.
- Keep all windows locked.
- If you are going to be away for an extended period of time, consider having a trusted neighbor or management check the residence daily or have TPD provide an Extra Protection.
- Have outside lights on dusk till dawn sensors and leave window coverings, as they normally would be.
- Have a neighbor or management pick up mail, newspapers and deliveries. (Stop them if using a centrally located and locked mailbox.)
- Turn your telephone ringer down to low or turn on the answering machine.
- Store items such as lawn furniture, gardening tools and hanging baskets in a secure area of your residence.
- Leave a phone number with a neighbor or management where you can be contacted in case of an emergency.

HOLIDAY SHOPPING

- Park in highly visible lots where there is a lot of activity.
- If you are parking during the daytime and are not planning to return to your vehicle until after dark, pick a well-lighted area to leave your vehicle.

Tickets at the check-in table.

2.) Happy Bucks: Have a personal or professional announcement to share? Does your business have a special event you would like announce? Well then "Happy Bucks" time is right for you! During the business part of the luncheon, you will have the opportunity to share your news or pass out flyers for only \$1. All proceeds will go to the Linda McLean Educational Scholarship Fund.

Join Our Mailing List!

[Our Website](#)
[FAA Website](#)

[NAA Website](#)

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- ALWAYS lock your doors-even if you are only going to be gone for a few minutes.
- Don't leave anything visible inside of your vehicle-even spare change.
- If you think that someone is following you, don't stop at your car and try to find help.
- When approaching your vehicle look underneath it and check the back seat before entering.

AT THE ATM

- Choose an ATM that is in a well-lighted area and ask a friend to accompany you.
- Don't initiate a transaction if there is anyone around that you find suspicious.
- Put away your cash, card, and receipt before leaving the ATM machine.

Have a safe and happy holiday season from the Tallahassee Police Department.

We hope you have enjoyed the newsletter this month. If you have any comments or suggestions for the newsletter, please feel free to contact the CCAA at office@ccaassociation.com.

Sincerely,

Renee Porter, CCAA Association Executive
Capital City Apartment Association

CCAA 2008 Holiday Gala

The 2008 Holiday Gala, on December 09 at the Silver Slipper, was a fun event for all. With over 50 attendees, there were many gifts for the Toys For Tots Donation program and loads of fun and laughs during the "Dirty Santa" game. Below, CCAA President Elect Brian Martin accepts a Certificate of Appreciation from the U.S. Marine Corps to the CCAA for participating in the program.



View more photos of the 2008 Holiday Gala on the CCA website at www.ccaassociation.com titled Photos

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