



Here is your February 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

February 2009

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CCAA
CALENDAR OF
UPCOMING
EVENTS



February Meeting

When: Tuesday, February 24, 2009

Time: 11:30 AM

Where: Holiday Inn on N. Monroe

Guest Speaker: Trey Thrasher

Sponsor: The Thrasher Law Firm

February 11, 2009

CCAA Board Meeting

11:30 AM

Delaney Park at Southwood

3550 Esplanade Way

February 24, 2009

CCAA Luncheon Meeting

11:30 AM

Holiday Inn on North Monroe Cost:

\$15 Member

\$20 Member Platinum

\$20 Non-member

\$25 Non-member Platinum

March 11, 2009

CCAA Board Meeting

11:30 AM

Delaney Park at Southwood

3550 Esplanade Way

March 24-25, 2009

Legislative Days

March 24

Cocktails and Legislative Dinner

March 25

Meet with Legislators

More information to follow

April 08, 2009

CCAA Board Meeting

11:30 AM

Delaney Park at Southwood

3550 Esplanade Way

April 28, 2009

CCAA Annual Tradeshow

6:30 PM

Tlh Civic Center

Cost: TBA

RSVP: Call 866-922-2239

or

e-mail office@ccaassociation.com

Member Cost:

\$15 Lunch

\$20 Platinum Lunch

Non-member Cost:

\$20 Lunch

\$25 Platinum Lunch

President's Message

Brian Martin, CCAA 2009 President

Senior Property Manager, Polos on Park Apartments

Dear Readers,

As the new President of the Capital City Apartment Association, I would like to take this opportunity to highlight some of the things we will be working on in 2009.

First, if you are a member of the Association, thank you for your participation and commitment to making our organization a viable part of your daily operation, career and budget. As in the past, we will strive to be your link to the Florida and National entities which keep us abreast of our importance to the multi-family housing industry. Furthering your education, introducing new solutions and networking will be our primary focus once again.

Second, if you are not a member but work in this business, I strongly encourage you to inquire with us how important joining can be! From our legislative days, right here in Tallahassee, where we meet face to face with lawmakers to the invaluable social meetings we conduct regularly, you will benefit from the experience of others facing the same challenges as you do.

I look forward to your comments, suggestions and directives as 2009 unfolds and would enjoy hearing from you. You can reach me at (850) 309-7667 or email me at manager.polosonpark@creekstonecompanies.com.

The CCAA is here to serve you!

Brian

went into effect on Friday, December 19, 2008. Specifically, the Virginia Graeme Baker Pool and Spa Safety Act requires

2009 Board of Officers & Directors

Brian Martin

President

Polos On Park
2626 East Park Avenue
Tallahassee, FL 32301
Work: (850) 309-7667
Fax: (850) 309-7644

Dee Ann Muller

1st Vice President

Delaney Park at Southwood
3550 Esplanade Way
Tallahassee, FL 32311
Work: (850) 878-9909
Fax: (850) 878-9944

Sonja Harris

2nd Vice President

Glen Oaks Apartments
2074 Midyette Road
Tallahassee, FL 32301
Work: (850) 671-1790
Fax: (850) 671-1791

Maura Wheeler

3rd Vice President

Heritage Park Apartment
1128 N. Ocala Road
Tallahassee, FL 32304
Work: (850) 576-8754
Fax: (850) 574-8735

Renee Harris

Secretary

The Landing At Appleyard
475 Appleyard Drive
Tallahassee, FL 32304
Work: (850) 576-7500
Fax: (850) 309-7644

Ely Rosario

Treasurer

Jackson Properties
1341 Jackson Bluff Road
Tallahassee, FL 32304
Work: (850) 894-7368

firms to install approved anti-entrapment devices. Importantly, firms should note that pools that are closed for the season are not required to comply with the law until they re-open.

NAA/NMHC have been working closely with the U.S. Consumer Product Safety Commission (CPSC), the agency responsible for enforcing the law. Most recently NAA/NMHC met with CPSC staff and sent a letter to the Commission requesting an extension or recognition of good faith compliance efforts for owners that are unable to meet the deadline due to product or labor shortages.

Given the significant and serious safety considerations, however, instead of offering broad relief, the CPSC prioritized its enforcement targets in a press release issued Monday. According to that release, which is posted at <http://www.cpsc.gov/cpsc/pub/prerel/prhtml09/09065.html>, the CPSC will focus on what it considers high-risk pool and spa operations, such as those that children are most likely to use. Initial enforcement efforts will be directed at:

- Baby pools
- Wading pools or those designed for toddlers
- In-ground spas
- where they use flat grate main drains and single main drain systems

The CPSC strongly encourages pool owners to continue their efforts to come into compliance as soon as possible. In a call with CPSC Tuesday, officials indicated that while they cannot direct the efforts of the states, they are hopeful the states will adopt similar enforcement priorities. A Factsheet from the Florida Department of Health is attached. It provides additional guidance and acknowledges there are "few, if any, drain grates/covers on the market that meet the federal standard and Florida's rule."

FAA members who are not yet in compliance are strongly advised to continue efforts toward full compliance. Firms should also document all product and work orders, and if you operate one of the three priorities listed above, pay

Fax: (850) 222-6317

Mell Woodward

Director ('09-'10)
The Evergreens at Mahan
901 Riggins Road
Tallahassee, FL 32308
Work: (850) 574-5000
Fax: (850) 575-5003

Cristal Penik

Director & Education Chair
Capital Walk Apartments
850 Capital Walk Drive
Tallahassee, FL 32303
Work: (850) 576-7368
Fax: (850) 576-7301

Christina McDonald

Assoc. Director ('09-'10)
Apartment Finder
3909 Reserve Drive, #1015
Tallahassee, FL 32311
Work: (850) 575-2727
Fax: (850) 575-3027

Christina Wimberley

Assoc. Director ('09-'10)
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

Lynn Siflinger

Past President
Grand Marc Apartments
1416 W. Tennessee Street
Tallahassee, FL 32304
Work: (850) 222-6272
Fax: (850) 575-6272

special attention to get them into compliance first.

More information on the law and its requirements is available on the CPSC web site at:

<http://www.cpsc.gov/whatsnew.html#pool> .

If you have any questions, please do not hesitate to contact Jeanne McGlynn Delgado, NAA/NMHC's Vice President of Business and Risk Management Policy, at 202/974-2344 or jdelgado@nmhc.org.

NBC Today Show Clip on Apartment Leasing

From Doug Culkin, NAA

Many of you may have seen the segment that aired Tuesday morning, February 3, 2009, on The Today Show about residents negotiating rent with their apartment owners. [Please click here](#) to view the clip of the interview between Meredith Vieira and real estate agent Barbara Corcoran about the rental market in these tough times.

Scenario: If a current resident or a prospective resident comes to your community's leasing office and demands free rent and any other unreasonable amenities/concessions, be prepared to speak to the value of apartment living. Do not simply give in to their requests.

First and foremost, apartment staff must consider Fair Housing. It's the law. What you offer to one resident, you legally must offer to all. And, whatever "deals" that may be offered to residents should first be put in writing by the owner and shared with the leasing staff. Leasing professionals should not "wheel and deal" with current residents or prospective residents and should not offer "rogue" renewal agreements.

Following are some other key "selling points" to use in such cases:

1. For current residents who are seeking a renewal, owners should consider offering the same concessions as they would to prospective, first-time renters.

REMINDER: CCAA Fundraisers

Don't forget about our CCAA Fundraisers, Platinum Lunches and Happy Bucks. Both Fundraisers have done well since they started in May 2008 and will continue in 2009. 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 for CCAA members or \$25 for 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 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.

Again, details of such "deals" should be communicated in writing to leasing agents from upper-level management.

2. If a resident specifically mentions "The Today Show" segment, remind them that the guest on the show is from New York City, which operates in a different "type" of rental and economic climate (i.e. condos). What is acceptable in NYC does not necessarily equate to conditions in Seattle, Denver, Orlando or (fill in market) from most of the rest of the country.
3. Tout the benefits of living in a professionally managed apartment community, compared to signing a lease with inexperienced owners of condos or single-family homes. Staff at professionally managed communities are experienced and capable of serving their residents' needs in an effective way.
4. Mention that the ownership of some single-family homes and condos can be unstable in today's economic climate and these properties run the risk of suffering foreclosures in the near term. Apartment communities owned and managed by established companies are more stable, as their owners invested in these homes for the long term. Operating apartment buildings is their core business. They are not in it as part of a get-rich-quick plan.
5. For communities owned or managed by large firms, remind prospective residents that they have set their rents based on yield management software, which determines rental rates on a daily basis, using sophisticated formulas and algorithms, and that the resident truly is getting the best price, based on the competition, in that specific submarket.
6. If your community offers flexible lease terms (such as a monthly or six-month plan), promote the benefits of signing a lease under those conditions to create more flexibility for these residents' lifestyles. And with a set rent rate, these residents are living "inflation free," especially if they lock in their leases for longer term leases, such as two years.

Join Our Mailing List!

Quick Links...

[Our Website](#)

[FAA Website](#)

[NAA Website](#)

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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