



Here is your first newsletter for 2009. 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

January 2009

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CCAA CALENDAR OF UPCOMING EVENTS



January Meeting

When: January 27, 2009

Time: 11:30 AM

Where: Holiday Inn on N. Monroe

Guest Speaker: Gary Cherry

Special Event:
Installation of

2009 Officers and Board Members

Sponsor: Apartment Finder

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

January 14, 2009

CCAA Board Meeting

11:30 AM

Delaney Park at Southwood

3550 Esplanade Way

January 27, 2009

CCAA Luncheon Meeting

11:30 AM

Event: Installation of 2009 Officers and Board members

Sponsor: Apartment Finder

Holiday Inn on North Monroe Cost:

\$15 Member

\$20 Member Platinum

\$20 Non-member

\$25 Non-member Platinum

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

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6. Are expenses growing? When was the last time your team re-bid each line item on your financial reports?
7. Late rental payments...what are the trends?

Tip From The Coach: Use these seven questions to rapidly observe the financial trends within your company. Remember, success in the property management profession is a direct reflection of the speed in which you address financial performance issues and make decisions to alter course when necessary.

Performance

1. Are you meeting your weekly/monthly occupancy goals at the apartment communities you own/manage?
2. Do you know how many calls are being missed at your apartment communities, today? How does this compare to your company benchmark? How does this compare with national trends?
3. Do you know the volume of traffic generated at your apartment communities, today? How does this volume of traffic compare to your company benchmark? How does this compare with national trends?
4. Do we know how long your leasing teams are spending by telephone with each future resident, today? How does this compare to your company benchmark? How does this compare with national trends?

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Tip From The Coach: *In recent years, leading property management executives/professionals have been able to answer the above questions. A number of call tracking companies are helping our property management clients benchmark performance at their apartment communities and then notify by E-mail whenever property performance varies from normal trends. Are you and your property management teams ready for the future?*

Want to hear more about the questions above? Send an E-mail to ernest@powerhour.com and The Coach will E-mail you a free TeleForum invitation.

Author's note: *Ernest F. Oriente, a business coach since 1995 [22,900 hours]--the author of SmartMatch Alliances--and the founder of PowerHour...[www.powerhour.com], has a passion for coaching his clients on executive leadership, hiring and motivating property management SuperStars, traditional and Internet marketing, competitive sales strategies, and high leverage alliances for property management teams and their leaders. He provides private and group coaching for property management companies around North America, investment banking services, executive recruiting services and powerful tools for hiring property management SuperStars and building dynamic teams. Ernest worked for Motorola, Primedia and is certified in the Xerox sales methodologies. Recent interviews and articles have appeared more than 6000 times in business and trade publications and in a wide variety of leading magazines and newspapers, including Smart Money, Inc., Business 2.0, The New York Times, Fast Company, The LA Times, Fortune, Business Week, Self Employed America and The Financial Times. Since 1995, Ernest has written 151 articles for the property management industry and created 250+ property management forms, business and marketing checklists, sales letters and presentation tools. To subscribe to his free property management newsletter go to: www.powerhour.com . PowerHour® is based in Olympic-town...Park City, Utah, at 435-615-8486, by E-mail ernest@powerhour.com or visit their website: www.powerhour.com*

Legislative News

From Jeff Rogo, Government Affairs Director and the NAA/NMHC Joint Legislative Team

As you know, apartment firms that offer pools or spas at their properties must comply with new regulations that go into effect on Friday, December 19, 2008. Specifically, the Virginia Graeme Baker Pool and Spa Safety Act requires firms to install approved anti-entrapment devices. Importantly, firms should note that pools that are closed for

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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.

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 special attention to get them into compliance first.

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.

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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.

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