



spring
2014

Lifestyle

News, Personalities and Perspectives from

HIGHLAND GREEN

A masterpiece of Maine living for those 55 or better

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Highland Green Leads the Way

The community continues to thrive while it garners prominent national awards

Spring is blossoming and Highland Green is flourishing. Happy residents enjoy a unique lifestyle plus the continually growing strength of their community. January, February and March saw several new home construction starts, while April, May and June will see homes starting every two weeks for new Highland Green friends from Maine and from such far flung locales as New York, North Dakota and California. The first quarter of the year also saw customers from Maine, Massachusetts and Virginia deciding to move into existing resale homes.

There is a proven local and national audience for Highland Green's distinct brand, which

brings together a remarkable and diverse community of people who have sought active, secure, and low-maintenance living. In February, Highland Green's standing in the Active Adult marketplace was bolstered by a significant presence at the *International Builders' Show* (IBS) in Las Vegas, Nevada.

Sponsored by the *National Association of Home Builders*, IBS is the largest annual residential product and construction show in the world. At IBS, *50+ Lifestyle Central* focuses on issues and strategies unique to the 50+ market, and includes the *50+ Housing Council Awards*.

Winners at the *50+ Housing Council Awards* were selected

for superior achievement in 35 categories. Highland Green was chosen three times on the basis of excellence in marketing and development. Nearly 300 entries — representing planned communities, single-family homes, apartments and condo communities from across the country — vied for this year's awards, which are considered among the most prestigious in the housing industry.

Jane Marie O'Connor is a renowned industry expert and member of the nine person *50+ Housing Council Awards* judging panel. "The fact that Highland Green won three of these prominent national

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HIGHLAND GREEN

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awards, and has attracted customers from 27 states, speaks to the very unique set of propositions that the community offers,” says Jane.

Highland Green Director of Marketing and Sales Will Honan was in Las Vegas to accept the awards on behalf of the community. While participating at *50+ Lifestyle Central*, Will delivered an instructional presentation entitled *Retooling 50+ Strategies to Ride the Recovery Wave* to a large audience of developers, builders and marketers. “The timing was appropriate to share our experiences and strategies with a national audience and also to learn about what else the rest of the industry is doing around the country,” says Will.

**- Lifestyle Newsletter -
Winner Best Direct Mail Piece
50+ Housing Council Awards**

“Aside from a personal visit, *Lifestyle* has been our best tool for communicating with people throughout Maine and the rest of the country,” says Highland Green Sales Associate Amber Grant. “We see so many

people coming through the door with our newsletters that they have read again and again. I think the reason that it is so effective is that it is 100% genuine and is a very accurate depiction of the community. It’s a fun portrayal of real people,” she says.

Lifestyle spoke strongly to Nick and Wendy Poulton who recently made the decision to relocate to Highland Green all the way from Dripping Springs, Texas. The Poultons had been determined to move to the East Coast to be closer to family and friends and had basically drawn a line from North Carolina up to New England, with their sights set on being in an Active Adult community.

While they had not considered Maine, or expected to find what they were looking for there, they found Highland Green during an online search. “The only reason we stepped through the door at Highland Green was the *Lifestyle* newsletter,” flatly states Wendy. She points out that while they were searching up and down the East Coast, many communities offered various amenities, but none of them seemed to have a website or newsletter that portrayed intangible benefits and the essence of what it was really like to

live there. “The more we read *Lifestyle* and the way it displayed the community and the people, the more attracted we were to visit,” she says. Adds Nick: “It seemed that Highland Green was populated by friendly people that might be from many different professional or semi-professional backgrounds, and there were people looking for the same things as us, and people with whom we want to associate.”

Wendy is originally from Manchester, England while Nick grew up in Indiana. They came across each other in Afghanistan where Wendy was in the Foreign Service at the British Embassy and Nick was teaching Engineering at the Kabul University after graduating from Purdue University. They met while Wendy was involved in the Kabul Amateur Dramatic Society and when Wendy’s friends introduced her to an “American stranger.”

In the years since, the Poultons have lived in Pakistan, Indonesia and the Fiji Islands while Nick worked teaching Engineering and holding Administrative positions at institutions of higher education. During their adventures, they had two daughters and Wendy practiced much volunteerism, including in libraries and at the National Museum in Djakarta. Most recently, they have lived outside of Austin, Texas where they located when Nick took a position directing an educational consortium of several Texas state universities.

The Poultons were attracted to Highland Green not only by the beautiful homes, the strategic location nearby a college town, the coast, and Portland, but to the palpable neighborly ambience. “While living in various parts of the world, we were always attracted to the expatriate groups wherever we were,” says Nick. Wendy explains that there was a special sense of community when people from all over the world were able to connect

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Nick and Wendy Poulton in their Highland Green home to be.

in a country foreign to them. “We never quite established that type of association of friends in Texas and it seems Highland Green has a very similar atmosphere to the expat communities we enjoyed,” she says.

After experiencing Highland Green first hand and confirming, through looking at the community and meeting residents, that it was a perfect environment for them, the Poultons found an existing home for sale that was the ideal fit. One major positive attribute of the house was the high-end gourmet kitchen. “When I met Nick, I did not know how to cook at all,” jokes Wendy. After all of the places that they have lived and travelled, she has become somewhat of an amateur expert on Eastern cuisine, primarily Indian and Afghan. “To this day, our daughters still insist that we have Afghan food on Christmas, though being British, it is a two-day event and I observe Boxing Day with a more traditional meal,” she says. She has a large spice collection and is glad to know that Maine offers a surprisingly diverse array of restaurants and markets.

The Poultons have travelled to 70 countries and plan on more, so the low-maintenance package at Highland Green offers them the peace of mind of knowing they won't have to worry about their home while gone. The natural setting of Highland Green and its emphasis on conservation appeals to their environmental sensibilities. The array of activities in the community is attractive, though Nick points out that: “although there are structured events, there is a feeling that you are free to participate or not, and that is important. It does not seem overly gung-ho as far as activities.”

Each installment of *Lifestyle* has a unique theme, and all are interwoven with appealing stories of people, their backgrounds, interests and decisions. The Winter 2014 Activities issue focuses on resident-driven activities at the Community Center and elsewhere at and nearby Highland Green. The Fall 2013 Health Care issue highlights not only the accessibility of first class medical care nearby but features Highland Green residents who are leaders in the health care field. The

Summer 2012 Strength and Stability issue underscores the protected vision of Highland Green through cooperative ownership and the financial stability of the community and its reserves. The Spring 2012 Conservation issue emphasizes the unprecedented incorporation of conservation and nature at Highland Green. These issues of Lifestyle and others are easily accessible on our website.

**- Highland Green -
Winner Best Integration of
Nature and Landscaping
50+ Housing Council Awards**

At Highland Green conservation and nature are “the real thing.” They mean much more than just nice plantings, and a few trails; Highland Green is an oasis of natural beauty and community with a conservation-minded ethic. It features neighborhoods carved out of the natural landscape with beautiful rock outcropping and with varying elevations.

Over one-third of Highland Green’s vast 635-acre campus is permanent open space. The 235-acre Cathance River Nature

Preserve is held in a land trust and is forever conserved. The Preserve abuts the spectacular Cathance River and includes the 30-acre Heath Sanctuary in the middle of the community, a prime walking and bird-watching area.

The Cathance River Education Alliance (CREA) is a non-profit environmental and educational organization. It was co-founded by Highland Green developer John Wasileski, a local Maine businessperson who minored in Environmental Science at McGill University, and John Rensenbrink, a retired Bowdoin College Professor, Topsham, Maine resident, and co-founder of the Green Party. CREA manages the conservation land at Highland Green, maintains the seven miles of nature trails and the Cathance River Ecology Center on the Preserve. The Ecology Center is an off-the-grid learning center, nature museum and more. It is the hub of adult programs and day camps for school children from the local area.

The incorporation of conservation and nature at Highland Green is unparalleled and award-winning. It gives Highland Green residents a

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The spectacular Cathance River flows past miles of trails on The Preserve at Highland Green



distinctive opportunity to embrace the Maine outdoors and environmental education right out their back door and within the security of a premier planned community.

Ann Gardner and Lisa Durrell from Lynn and Reading, Massachusetts respectively, made the decision to move to Highland Green last year. Their home in the new Highland Green “Red Maple” Neighborhood has been under construction over the winter. Red Maple abuts the Heath Preserve and is just across from the main entrance to the Cathance River Nature Preserve.

For both Ann and Lisa, nature, conservation, environmentalism, and education have been of lifelong importance. The incorporation of all these aspects at Highland Green was one large part to their decision to move to the community.

Lisa grew up in Wellesley, Massachusetts, made many trips to a family summer home in York Harbor, Maine, and attended several summer camps, gaining a love for the outdoors and camping. After attending Mount Holyoke College, she went on to teach elementary math and science as well as nature counseling. Throughout her career, she has continued to focus on summer camp work, including teaching swimming and running staff training workshops at Chewonki, a camp and nature foundation in Wiscasset, Maine. Currently, she works doing nature counseling for adults through Massachusetts Audubon.

Ann was born in Lynn and went on to college at Nason in Maine where she received a degree in Environmental Biology. After working in the photography industry for several years and looking for something new, she took off in a camper van and traveled



Lisa Durrell and Ann Gardner

for five months around the entire perimeter of the contiguous United States as well as Alaska, sleeping in her tent along the way. After her adventure, Ann took a job in the legal department for the Environmental Protection Agency in Boston, where she works to this day.

No matter where she went, Maine always stood out to Ann:

“Out of all the places in the country, Maine is so diverse. Where else within a two hour radius can you so easily be on the ocean, in the mountains, on a lake, or in a city than in Midcoast Maine?”

Ann and Lisa met in 2001 at an outdoor summer camp for adults in

Western, Maine that features sailing, hiking, swimming, theater and more. By 2012, they were in the process of looking for a 55+ community in which to live. Once, while in the Midcoast area driving around while Lisa was at a Chewonki workshop, Ann searched online for open spaces in the area where she might go walking. She came across a big swath of green on the map that turned out to be Highland Green. While driving through the community, she noticed attractive well-kept homes and grounds. When she parked near the entrance to the Cathance River Nature Preserve within Highland Green and hiked down to the Ecology Center, she knew she had found something special. It was not long before she brought Lisa back for the same experience.

Ann and Lisa visited Highland Green several times, meeting with staff and numerous residents. Around that time, they also visited and researched several 55+ communities throughout New England. “Wherever we went, we just kept saying to each other: ‘It’s not like Highland Green,’” says Lisa.

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Lisa Durrell inspiring young minds to embrace the outdoors



Ann Gardner looking for the perfect nature shot

For her, the chance to continue her love for nature education through an affiliation with CREA and a recent volunteer initiative between Highland Green residents and a local elementary school was compelling. She also says: “The ability to embrace the outdoors in every way has documented wellness benefits and aids mental health.” Ann agrees, saying: “Having our windows look out over woods, having one piece of conservation land out our back door and another not far from our front door was something we could not find anywhere else.”

Having all of this, in addition to a welcoming community and neighborhood, turned out to be better than they could have imagined. When their home is completed this summer, Lisa will move in right away while Ann will come on weekends and vacations before retiring from the EPA in two years. While their house has been under construction, their somewhat frequent

visits are always filled with the warmth of new friends and neighbors. “Every time we visit, we marvel at the down-to-earth friendliness and welcoming nature of the people,” says Ann.

- New Highland Green Marketing Brochure - Winner Best Brochure 50+ Housing Council Awards

The new Highland Green Marketing Brochure was developed by Highland Green staff, was published last year, and is award-winning. With photography of real people and actual places along with the integration of the unique Highland Green themes of Location, Local Ownership, Conservation and Nature, Strength and Stability, Neighborly Ambience, and Wellness, it is a fine introduction to your Highland Green adventure. Even if you have received information from us before, we would love to send you one.

There is no better way to discover Highland Green than a personal visit. Come chat with us. Keep an eye out for our Special Events and Open Houses. Of course, the best events at Highland Green are spontaneous and organic, when new friends make surprising connections and unexpected discoveries. We invite you to customize your experience by letting us know about some of your Highland Green interests. Here are some aspects of the community that recent visitors and current residents have commented on:

Low-maintenance Living:

“I don’t have to mow or shovel, or individually put away money to paint my own home. I can spend more time enjoying life!”

Conservation and Nature:

“Spectacular...”

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Seen around Highland Green...



Residents from 27 states and counting...



Sales Associate Extraordinaire Amber Grant



Lots of new Highland Green friends' homes being built



The Cathance River Ecology Center at Highland Green: *The Building that Teaches*



Will Honan accepts Highland Green awards in Las Vegas



Resident Peter Wood at the Single Malt Scotch tasting at Highland Green's Wild Duck Pub

Featured Custom Built Homes

There are a limited number of beautiful Highland Green homes for resale and immediate move-in.

11 FINCH DRIVE Blue Finch

An open and bright plan and a modern country ambience, perched in the popular Finch neighborhood. With ideal sun exposure and French doors opening onto a private patio abutting the Heath Preserve, this could be a bird-watcher's dream. \$330,000



5 WAXWING DRIVE Zen

Stylishly private, exceptionally inviting, with strategic window design, dynamic room arrangement and a conscious yet subtle Far Eastern feel, this home has manageable spaces of every kind. "His and Hers" offices; sun room; guest quarters, fully functioning workshop and more. \$510,000



The Financial Strength of the Community:

“Comprehensive, transparent and impressive”

Organized Activities:

“Fun, resident-driven groups and gatherings... I love the exercise classes!”

Active Engagement With Others:

“Interesting people...such a sincere, open-hearted community...”

Access to Health Care Services:

“As a hospital CEO, I have done my research and the health care in this area is superior... priority access to other services in the future gives me peace of mind.”

Custom Homes:

“A beautiful, easy-living home tailored to my lifestyle”

The Cost of Living at Highland Green Compared to Your Financial Plan:

“An affordable, financially solid, high quality of life...”

Golf:

“Challenging and very picturesque... I don’t golf so I don’t have to pay for the course, but I love to cross country ski on it in the winter...It’s nice that Highland Green has a golf course, but is not a golf community”

We can always make sure that you can interact with key staff and residents, see areas of our vast campus important to you, and maximize your discovery of benefits for you at Highland Green.

Having moved around the world, Nick and Wendy Poulton compare all of their big moves to unknown exotic places as “jumping off a cliff.” Nick says that moving from Texas to Highland Green is “the most comfortable and easy cliff yet.” Wendy adds an updated version of this sentiment learned from their daughters: “YOLO” ...You only live once.

On a recent visit to see the progress on their home, Ann Gardner and Lisa Durrell ran into Bob and Pat Allen who moved to Highland Green in 2012. Bob offered to photograph Ann and Lisa in front of their house. Pat is quoted by Lisa from that day: “Every morning I wake up at Highland Green and I am joyful that I am here.” ■

Connect & Experience

HIGHLAND GREEN

Special Open Houses

Saturday, April 12th, 10 - 2PM

Saturday, May 17th, 10 - 2PM

The Highland Green Experience

Friday, June 13th, 10 - 4PM

“All Hands on Deck, All Day”

Residents, Homes, Activities, Community Finances, Nature, Dining, Builder, and more!

Events will begin at the Highland Green Community Center. Please RSVP to bstairs@highlandgreenlifestyle.com or call 1-866-854-1200 or 207-725-4549

Connect with us online at www.HighlandGreenLifestyle.com



Visit and Like us on Facebook

Experience Highland Green on YouTube video



The Highland Green Golf Course adds another element of open and naturalized space to the vast Highland Green campus. Golfers and non-golfers alike enjoy the opportunities that this unique nine-hole Scottish style course provides. It is beautiful to look at, gorgeous to play and open to the public. Highland Green residents do not pay for the management and operation of the course so while Highland Green is not considered a “golf community,” the course is a superb amenity for avid golfers or just those who might like to take up the game.



New Neighborhood!

Basswood at Highland Green



Reservations are happening quickly on these 11 premium building sites, ideal for those planners looking to move in 2015. Take advantage of the special pre-sale and we will build Basswood together.

Ensnconced between the vast Cathance River Nature Preserve and the 30-acre Heath, Basswood embodies the Highland Green ideal of community combined with nature.

Contact us to find out more details and how to get involved in something special. 1-866-854-1200 / 207-725-4549

Our beautiful Kestrel neighborhood has four home sites backing onto woods and available for immediate build.



www.HighlandGreenLifestyle.com
1-866-854-1200 / 207-725-4549



Copy and photography by Will Honan, Graphic design by Brina Stairs

