



fall
2015

THE
TEAM
ISSUE



Lifestyle

News, Personalities and Perspectives from

HIGHLAND GREEN

A masterpiece of Maine living for those 55 or better

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HIGHLAND GREEN

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Team Highland Green Succeeds

Staff, residents and new friends work together creating an exceptional community

Another glorious Maine autumn is here and Lifestyle: News, Personalities and Perspectives from Highland Green is back. "I love the Lifestyle newsletters. I can't wait to get them!" says Nancy Johnson of San Diego California who will be moving all the way to Highland Green with her husband George Heilig once their new custom built home is complete in the Spring of 2016.

Nancy had to wait a bit longer recently as the Highland Green team took a summer hiatus from the newsletter in order to launch the brand new HighlandGreenLifestyle.com. The fresh website offers a visually compelling design, more detailed content, an archive of newsletters, videos, picture galleries, home plans, and a unique Map Gallery.

All photos on the site are of real Highland Green residents. For those looking for more frequent stories about the community, the new Highland Green Lifestyle Blog on the site gives plenty of content to tide them over.

Team Highland Green has also been busy welcoming scores of new friends to the community. From the beginning of 2012 to September of 2015 alone, 78 households from Maine and across the country made the decision to make Highland Green home. Some opted for already existing resale homes and others chose to plan ahead and custom build. The new 14 lot Rock Maple area of Highland Green has eight home sites remaining for those wanting to move as early as the Fall of 2016 and as late as the latter

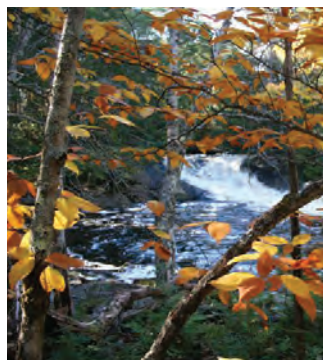
part of 2017. Once those eight sites are committed to by new customers, Highland Green will be booked for building through 2017.

Such remarkable influx to a 55+ Active Adult community in Maine is attributable to many well-documented propositions and a team effort that is not present in a typical neighborhood. Local ownership; a perfect location; a vast 635-acre campus; an unprecedented incorporation of conservation and nature; lower maintenance living in custom homes; a unique sense of community; financial strength and stability; dynamic activities; and an energetic sense of wellness are all captivating benefits. With the recent decision by Amorn and Thapee Manadee from Bloomfield

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HIGHLAND GREEN

7 Evergreen Circle, Topsham, Maine
1-866-854-1200 / 207-725-4549
highlandgreenlifestyle.com



Hills, Michigan to move here, Highland Green has now attracted new friends from 29 different states and counting.

Cooperative ownership at Highland Green is by definition a team effort. Highland Green residents are shareholders in a series of connected housing corporations and are represented by cooperative boards. Much like with condominium ownership, residents contribute to operational budgets in order to jointly provide such services as grounds keeping, snow removal, and insurance on the structures of their homes. And by contributing to their strong reserve plan, they cooperatively save for such capital expenditures as repainting of homes. This structure is designed to protect the appearance and value of the community. It saves each individual from from spending their time and individual money on maintenance items, allowing them to spend more time enjoying life.

Bob and Pat Allen have lived in their custom-built Highland Green home next to the Cathance River Nature Preserve since 2012. They had previously relocated to bucolic Turner, Maine from Oakland, California. Like many who live in a more rural area, they discovered that such a locale can be isolated from shopping, medical services and, most significantly, a true year round sense of community with access to cultural activities. People can also find that such a setting can result in one spending much more time removing snow or performing grounds



A resident dinner gathering at The Wild Duck Pub at Highland Green

keeping and maintenance chores than having fun.

For the Allens and 170 households and growing, Highland Green offers lower-maintenance living without giving up a beautiful natural setting. It affords them the flexibility of having a very high-quality custom built home without the cookie cutter neighborhood effect of some traditional retirement communities. It allows them to be in a 55+ Active Adult community with residents from a broader geographical range

and in a wider span of ages than would be present in a typical continuing care community.

Since moving here Pat has become immersed in countless activities at the Highland Green Community Center and elsewhere and is busier than ever. She golfs, plays bocce, volunteers, participates in group exercise, enjoys her grandchildren who visit often, and organizes a Wednesday night dinner group at the Wild Duck Pub at Highland Green. Says Pat:

"I often ask myself: how did we get so lucky? Every morning I wake up at Highland Green and I am joyful that I am here."

While Bob participates in many of the same activities as his wife, he had been quite busy for the last three years as he continued to practice law in Oakland, California from Highland Green. He fully retired in 2015 and

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Pat and Bob Allen

can now spend more time on his hobbies, including playing drums in a band. But retiring from his job did not mean Bob stopped having a professional and educational interest in his field. He is currently taking a law class taught by Highland Green resident Mike Nelson.

Team leadership starts at the top with Highland Green's visionary founder John Wasileski, a local Maine businessperson who has been the preeminent developer of senior housing in Maine for nearly 30 years. John had previously developed some prominent continuing care retirement communities. Highland Green was his first foray into the 55+ Active Adult marketplace and it has become a national destination.

As part of the initial development of the community, John granted a conservation easement to the Brunswick-Topsham Land Trust, creating the 230-acre Cathance River Nature Preserve, the Heath Sanctuary, and the trail system at Highland Green. He also co-founded the Cathance River Education Alliance, a non-profit nature based education organization that runs the Cathance River Ecology Center and uses the Preserve as a teaching tool. This incorporation of conservation and nature at Highland Green is reflective of the fact that John minored in Environmental Science at McGill University and had his first job working for Massachusetts Audubon.

Mike and Lucretia Nelson from Portland, Maine moved into their new home on Kestrel Drive last year. Lucretia is originally from East Millinocket, Maine and worked after college in Boston and then Manhattan, New York before "coming to her senses" and returning to Maine. Mike came from Pennsylvania before moving to Maine 35 years ago to work as an attorney. In his professional life, Mike was acquainted with John Wasileski's legal team and his standing in the business world. "I knew John and of his excellent reputation," says Mike. "This certainly helped a lot when considering Highland Green."

Mike currently serves in a consulting role in his firm and is an Adjunct Professor of Responsibility and Legal Ethics at



Mike and Lucretia Nelson at the Highland Green Community Center

the University of Maine School of Law. The aforementioned Highland Green resident Bob Allen is enrolled along with young law school students in Mike's "Legal Responsibilities" course.

The Nelsons had been talking about where they would live in retirement since the early 2000's and had fully intended on somewhere other than Maine. They visited and considered Florida, South Carolina, Virginia, Hawaii and Southern Spain. But "when push came to shove" the four seasons of Maine and Highland Green won out.

Their home in Portland was a high-maintenance house so they were looking for lower-maintenance living. In Portland they looked over conserved land so the fact that Highland Green had incorporated a nature preserve was attractive. Location was important. Proximity to a college town, hospitals, shopping and an airport were essential. Highland Green's location had it all.

It was critical for the Nelsons to connect with people. Says Mike: "We recently read an article about a couple in their early 60's that moved into a regular neighborhood in

South Carolina. The couple found that during the day most other people were working and they were alone. On weekends, families were at football and soccer games and they were alone. As a result, they were never integrated into the community."

At Highland Green the Nelsons have a free standing home with as much privacy as they need and yet have the ability to interact as much as they want. Says Lucretia:

"We had heard that the sense of community was great here but were surprised to find how easy it was to meet others. So many Highland Green people went out of their way to make us feel welcome. Plus there are so many friends and activities with which we have connected that we are exhausted much of the time...in a good way!"

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Another unique feature of cooperative ownership at Highland Green is that the founder John Wasileski has a permanent role in the community which includes a management agreement. Unlike in a retirement community where congregate care, institutional dining, transportation, and activities services are provided, management services at the Active Adult community of Highland Green are limited to marketing and operational property management, including grounds services. Activities are organized by residents.

“The value proposition of cooperative housing at Highland Green is so much more inclusive than with simple real estate, and that is why our track record outpaces the regular real estate market,” says Highland Green Director of Marketing and Sales Will Honan. “It is imperative that we handle all marketing of Highland Green in-house and there are not real estate brokers coming willy-nilly in and out of here. We are promoting an overall concept and have the trust of the residents, the cooperative boards and our new customers alike. We are here after residents move and are part of their lives.”

John Coughlin is the Director of Operations at Highland Green and

has professional certifications and national experience. John is essentially the property manager, who helps the Highland Green cooperatives and shareholder-owners manage their finances, operational budgets, and reserves. He also oversees the business plan for the cooperatives to collectively provide grounds services. “Around the country turnover of management is endemic in planned communities and home owners associations,” says John. “The documents here allow for continuity and help prevent turnover that causes uncertainty.”

Most new Highland Green friends spend their “customer phase” with Will Honan and Marketing and Sales Associate Amber Grant. New construction customers are guided through their process by Construction Design Coordinator Sandra Halverson. The “resident phase,” is spent living and having fun and, depending on their level of involvement in community governance, interacting with their Board and with John Coughlin. But folks who start out as customers and end up living at Highland Green may interact with Brina Stairs the most, whether they realize it or not.

Brina is the Marketing and Operational

Executive Assistant at Highland Green and hers is usually the first voice you will hear when you call. But her title and pleasant voice don’t do justice to her overall role. A degree in Advertising and Journalism along with supreme organizational and design skills makes her an indispensable player on Team Highland Green.

In the marketing department Brina creates the graphic design for all advertisements and communications, manages the Highland Green website, places advertising, maintains the customer database, does contractual paralegal work, accounts for the marketing budget, organizes events, and much more.

Operationally, Brina is the main contact for Highland Green resident requests. She manages vendor inspections such as those for the safety systems in the homes and the scheduled “check-in” program for the small minority of residents who do not live here year round. She produces the newsletter Management Matters that goes exclusively to residents, and much more.

Highland Green Grounds Services provides grounds maintenance as per deliverable standards determined through resident operational budget. This includes such tasks as mowing, weeding, edging, mulching and irrigation services for individual homes and common areas. In the winter season, it provides such services as snow removal from common roadways, sidewalks and the Community Center, and from driveways and walkways of individual homes.

Auburn, Maine native Tim Goss is Highland Green Grounds Supervisor and has 25 years of experience. From operating a landscaping business to owning a retail nursery that employed 15 people, Tim has always prided himself in being a “hands-on”



Tim Goss (R) and the Highland Green Grounds Services team

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owner and supervisor. “I love getting out there, working hard and keeping the crew on task,” says Tim. Of Highland Green he says:

“This site is tremendous and the community is awesome. I’ve never seen anything like it.”

Tim points out the value of an in-house crew and equipment. He has seen too many community associations try to contract services to outside vendors, what he calls “mow, blow and go” operations, only to lose money and quality of service in the end. “The best thing about Highland Green is being part of a team and a community,” says Tim. “The crew is devoted and willing to do what it takes to get the job done. We take pride in wearing our Highland Green apparel and it is a very healthy atmosphere.”

The Highland Green campus is a geologically significant area; it is essentially one big rock. Developing this land and installing the infrastructure that includes piped-in natural gas, public water and sewer, and underground electrical and cable service is a tremendous engineering feat. At the same time, this challenge creates a picturesque landscape of changing elevations and dramatic stone outcroppings. The long approach road allows Highland Green to be an oasis of natural beauty and community but

convenient to any services needed at the same time. The cooperative business structure is the underpinning that allows such an unusual development versus a piecemeal neighborhood built directly next to a main road.

Shaun Riley works for Crooker Construction, the company that has built all of the roads, and has supervised the installation of the extensive infrastructure of Highland Green. A self-described “dirt guy,” Shaun runs a backhoe and other machinery to help create neighborhoods and prepare individual home sites.

Having been in the business for 35 years and having worked at Highland Green since its very beginning in the early 2000’s, Shaun can attest to the fact that it is a neighborhood like no other. “All of the other regular neighborhoods are built on flat land with home sites in straight lines,” says Shaun. “The curves and changing elevations at Highland Green are what make it a challenge but much more beautiful and interesting.”

Growing up nearby the land that now encompasses Highland Green’s campus, Shaun hiked, camped, and rode horses on this site. Now he gets to help shape the land which includes uncovering fascinating granite, gneiss and pegmatites, some of which is repurposed to create massive retaining walls which contribute to Highland Green’s signature natural look.



Rock Star Shaun Riley

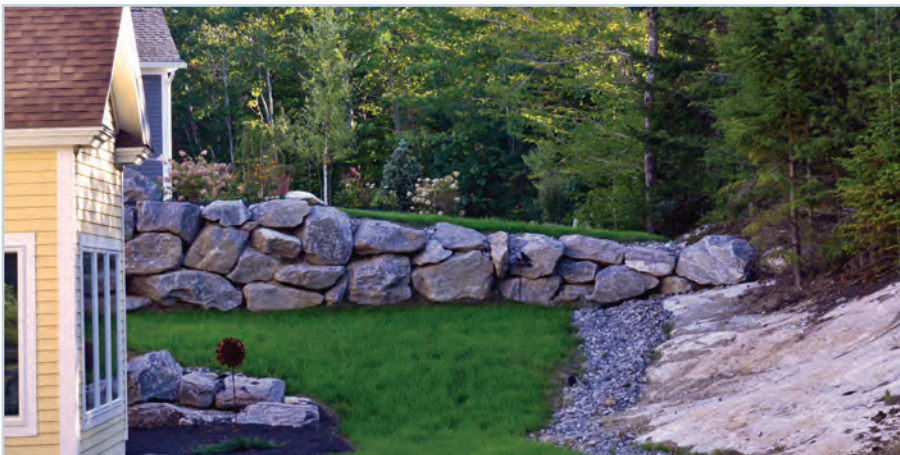
Shaun also takes a special interest in working with new customers by using many of the interesting stones to create landscaping touches for them that border on art. One recent example is a special formation he made during site preparation and landscaping next to the home of Lisa Durrell and Ann Gardner on Red Maple Lane. This unique spot has come to be known as Happy Hour Rock. “Watching Shaun work with his backhoe, moving the earth and gently assembling the rocks was like watching a ballet,” says Lisa.

Just because Highland Green residents do not live in a continuing care retirement community does not mean that there are not health and wellness based initiatives happening. The community is fortunate to have active residents who support each other and resident experts on the cutting edge of modern wellness.

Claire Bowen is a Highland Green resident and retired hospital CEO who leads resident consortiums at the Community Center about end of life decisions based on the philosophy of Atul Gawande, author

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Stone wall and granite outcropping



Seen around Highland Green...



Team Highland Green at the Red Cross Golf Tournament



The Heath Sanctuary at Highland Green



Founder John Wasileski with Highland Green residents the Feelys



Amorn and Thapee from Michigan helped Highland Green reach 29 States and Counting



Happy Hour Rock



Cathance River at Highland Green

Featured Custom Built Homes

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

28 REDPOLL DRIVE

Ledgewood

With a high wooded ledge in the front and overlooking lush woods behind, Ledgewood offers 2 bedroom, 2 bathroom, one-floor living at its best with high-end appointments plus a bright office overlooking evergreens. An open finished daylight lower level with a bedroom, bathroom and large multipurpose room offers endless possibilities. \$510,000



3 CHICKADEE DRIVE

Cozy Cute

Tucked into the sought after Chickadee neighborhood with bright Southern exposure; a perfect 2 bedroom 2 bathroom open concept. You can enjoy the cozy living room with fireplace, relax on the separate sunroom overlooking signature buffer landscaping with a community garden feel, or stroll outside to greet others in this friendliest of Highland Green neighborhoods. \$290,000





Highland Green friends fly-fishing at Tim Pond

of the book *Being Mortal*. The first session was attended by nearly 60 residents who gathered together and were then broken into smaller discussion groups.

Steve Loeb taught Health Care Policy at the Ohio State University and is developing a Highland Green consumer's guide to health related services available to residents. He has interviewed local hospital officials, multiple in-home care agencies, and catalogued the different assisted living and memory care communities nearby. He has assembled an advisory committee: "Interested Highland Green residents dedicated to wellness, physical fitness, aging in place, navigating the health care system and future options, and protecting the inhabitants of Highland Green and the value of their community."

Of course the best form of wellness is through socialization with new and interesting acquaintances. This benefit of Highland Green is exemplified by a picture from last summer of a group of friends on a fly-fishing trip at Tim Pond

in Eustis, Maine. Highland Green residents John and Addie from Higganum, Connecticut, Sue and Steve from Columbus, Ohio, Ed and Barbara from Kinnelon, New Jersey, and Margaret and Chip from Rangeley, Maine are pictured. Just three short years ago none of them knew each other. Through Highland Green they are now the best of friends sharing adventures.

The Most Valuable Players on Team Highland Green are its residents of 170 households and growing who come from 29 States and counting. There is a sense of community like no other. Just as the Marketing Staff are part of the community, the population of Highland Green is integral in welcoming new guests. What better way to get a feel for the place than through the knowledgeable folks who have researched the community, experienced the process of moving to Highland Green, and live here.

Even just driving through, you'll see it...

The Highland Green Wave. ■

HIGHLAND GREEN CHECKLIST

Here's a handy tool for you while considering Highland Green:

- ☐ Want location convenient to services
- ☐ Love New England/Maine
- ☐ Tired of Maintenance/Yardwork
- ☐ Want a free standing home
- ☐ Love Nature
- ☐ Appreciate Conservation
- ☐ Want to meet interesting people
- ☐ Want privacy
- ☐ Want to be more active
- ☐ Want an affordable quality of life
- ☐ Want a financially stable community
- ☐ Want a community where appearance is protected

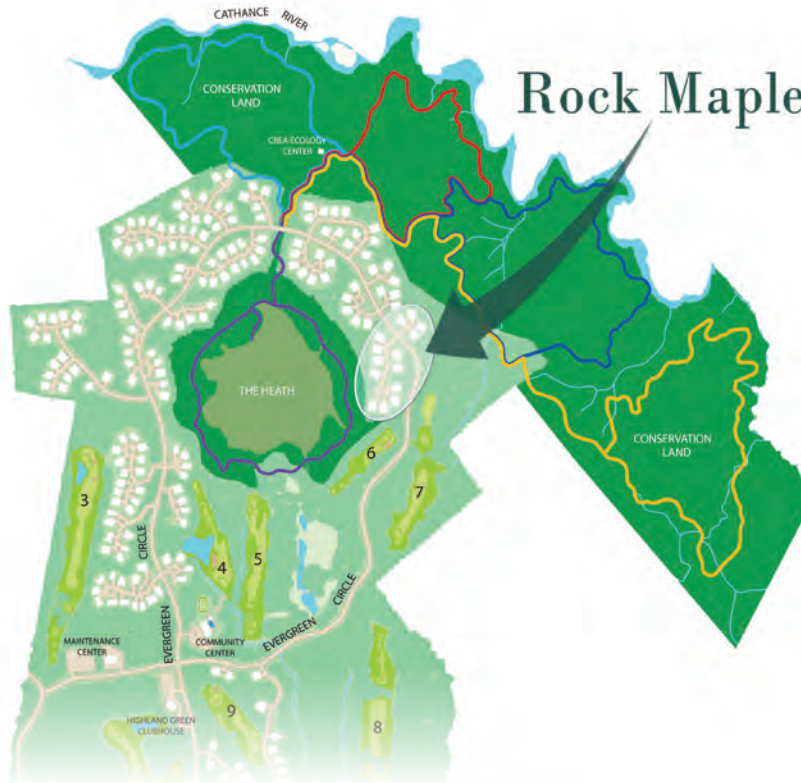
Total Checked:

Give us a call and let us know your score! 1-866-854-1200



ROCK MAPLE *Neighborhood*

Our Rock Maple neighborhood is perfect for those who want to move in 2016 or 2017. Eight home sites remain and once those are filled Highland Green will be booked for building for the next two years!



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

Explore Highland Green's award-winning low-maintenance lifestyle combining custom homes, ecology, nature, neighborly ambience, endless possibilities, strength and stability - all directly at the crossroads of Midcoast Maine.

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



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