



# Lifestyle

News, Personalities and Perspectives from

## HIGHLAND GREEN

*A masterpiece of Maine living for those 55 or better*

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NUMBERS  
ISSUE**

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## Significant Numbers Tell a Unique Story of Success at Highland Green

Residents enjoy wellness by living a genuine 55+ Active Adult lifestyle

In the midst of a picturesque Maine winter, the Highland Green community reflects on tremendous success in **2014**, experiences a robust beginning to **2015**, and anticipates exciting developments to come. Highland Green staff and its ever growing number of residents feel fortunate to be part of something exceptional as Highland Green continues to cement its reputation as the Northeast's premier **55+** Active Adult Community.

2014 got off to a rousing start as Highland Green, competing with over **100** other entries from across the country, won **three** 50+ Housing Council Awards in February at the International

Builders' Show in Las Vegas. *Lifestyle: News, Personalities and Perspectives from Highland Green* won Best Direct Mail Piece, Highland Green's primary brochure won Best Brochure and, most significantly, Highland Green won Best Integration of Nature and Landscaping.

In 2014 alone, **27** households from **12** states made this decision to move to Highland Green, coming from Maine, New Hampshire, Massachusetts, Connecticut, New York, Pennsylvania, Maryland, Virginia, Indiana, Texas, Colorado, and California.

2014 capped a **three year period** since 2011 in which **68** new

households chose to make Highland Green home. These **68** choices represented over **\$31.6 million** of value and continued to build Highland Green's status as a national destination for new friends from **28** different states and counting.

2014 also brought, among many other things, the creation of the Red Maple neighborhood. This **eight** lot cul-de-sac was first introduced in early 2013 with the plan that once **75%** of the home sites were committed to that the extensive roadway and infrastructure work would begin.

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The pre-sale structure allowed new friends to secure their home sites, lock-in a plan that fit their timeframes, and enter into a partnership with Highland Green that was only partially about building custom homes. It was a joint effort between those seeking an Active Adult lifestyle and the Highland Green Team to create a dynamic and supportive neighborhood within the community, filled with individuals who are different from each other yet share common goals and a special bond.

All eight home sites were called for and the process began for Jerry and Barb from North Dakota, Anne and Lisa from Massachusetts, Ed and Linda from Maine, Ed and Mary from New York, Roger and Connie from Maine, Alroy and Valerie from Florida, Elliot and Liz from Massachusetts, and Al and Stephanie from Maine.

At the beginning of 2014 Red Maple Lane was not much more than a pile of rocks and creating the neighborhood began before actual construction commenced. Red Maple Lane's inhabitants-to-be had heard each other's stories, had met in some cases, and had started an email group together. By December 2014, six of the eight custom homes were complete and seven of eight households were able to gather for a Holiday celebration at Ann and Lisa's. The remaining two homes are under construction now and will be finished in the spring.

### Year-Round Living

Despite record snowfalls in New England in



Top: Red Maple Lane in January 2014; Bottom: Red Maple Lane nearly complete in December 2014

January and into February of 2015, activity has not missed a beat at Highland Green. Through more snow in two months than sometimes occurs in an entire winter, custom home construction continued, new friends moved into already built resale homes, new acquaintances visited, and Highland Green residents remained busy. The vast majority of people who live here do so year-round because they love Maine, Highland Green, and the **four seasons**.

Highland Green is situated on a **635-acre** campus. **One-third** of the land is permanently conserved open space through an easement granted to the Brunswick-Topsham Land

Trust, including the **230-acre** Cathance River Nature Preserve and the **30-acre** Heath Sanctuary. This unprecedented incorporation of conservation and nature not only won a national award, it allows for endless outdoor adventures right within the security of the community. Snow-shoeing is a popular winter activity. The **9-hole** Highland Green Golf course adds even more open natural space and is groomed for cross-country skiing in the winter.

“One of the main reasons we moved here was to have the chance to enjoy nature right out our back door,” says Heidi Hartz, who moved to an existing resale home at Highland Green with her husband Jerry from rural Chesterville, Maine in 2014. The Hartzes are avid hikers and can now enjoy outdoor pursuits while being in a more suitable and safe environment that is closer to many services and amenities. Recently, they hosted their **20** person hiking group at Highland Green for an exploration of the Preserve.

Even though Highland Green is an oasis of

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The Red Maple Neighborhood holiday gathering at Ann and Lisa's new custom home



natural beauty and community, its convenient location is nearby main travel routes, shopping, cultural and educational activities, and top-notch medical care. It is just off of the Route 196 “Coastal Connector,” the gateway to “Midcoast” and “Downeast” Maine. **10 miles** up the Connector is historic Bath, a quaint small city and home to the world-class Maine Maritime Museum at which (at last count) over **20** Highland Green residents volunteer.

In the other direction only **1.2 miles** away is Interstate **295**, the main travel route in Southern Maine. Historic, waterfront Portland Maine, one of the most beautiful small cities in America, is home to the region’s top medical center, has a national reputation for its restaurant scene, and is an easy, straight **26 mile** drive from Highland Green. Boston is another **two hours** from there.

Less than **three miles** away from Highland Green is the bustling college town of Brunswick, home to Bowdoin College, the nationally renowned Maine State Music Theatre, diverse restaurants, shops, galleries, a major museum, and terrific medical care. The Amtrak “Downeaster” train line can be boarded on Maine Street in Brunswick for more carefree travel down to Boston and beyond.

One of the many reasons folks move to Highland Green is to help ease the burden of such tasks as snow shoveling. Though residents live in free standing custom homes, Cooperative Ownership, much like condominium ownership, helps provide for low-maintenance living. By contributing to their operational budgets and capital replacement reserves, Highland Green shareholders collectively provide such chores as grounds keeping and snow removal, and such replacement and repairs as re-roofing and repainting homes. As a result, Highland Green residents can spend less time worrying about maintenance and more time enjoying life.

Those Highland Green residents who are “snow-birds” or who simply like to take a winter vacation can enjoy “turnkey” living and leave without worrying about their houses. Highland Green homes are equipped



Team “Wobby Warblers” at a recent Wild Duck Pub Trivia Night

with centrally alarmed sprinkler and fire protection and low temperature sensors near the energy efficient natural gas boilers. Those temporarily leaving can also take advantage of a scheduled home inspection program arranged through the Highland Green Operations office. On a weekly basis someone can walk through the house and check basements, crawlspaces, furnaces, plumbing fixtures, attics, and more.

As of February, **19** households out of the current **167** (with more to be completed shortly) are signed up for the scheduled check-in program. By that count nearly **89%** of Highland Green residents are here this winter.

“In some ways, Highland Green is more active in the winter than in any other season,” says Ellie McMahon, chair of the Highland Green Resident Activities Committee. “People travel less in the winter. They tend to gather more and we program more organized activities. In the summer there are more visitors, people go to their summer homes, and residents who are sightseers, walkers, members of the hiking groups and the fishing club, kayakers, boaters, and golfers are out on more adventures,” she says.

The Highland Green Community Center is the hub of resident-organized social,

educational, exercise and wellness events for those so inclined. Many activities at the Community Center occur year-round such as card-playing, art groups, and exercise. Others only happen in fall and winter such as guest speakers, book clubs, movie nights, and live simulcasts of the Metropolitan Opera. Still others are spring, summer and fall activities such as bocce, tennis, pickle ball, barbecues and swimming in the pool. Some popular annual events are the 4th of July BBQ, Lobsterfest, and Chowderfest.

The Wild Duck Pub at Highland Green is a very popular gathering spot for Highland Green residents and the general public. Not serving your average pub fare, The Wild Duck Pub is mainly staffed by Chef Rae, who offers her **25+** years of fine-dining expertise and specializes in healthy locally sourced ingredients, sous-chef Jordan, a recent graduate of the Culinary Institute of America, and beloved hostess and server Brenda. Recently a large group of Brenda’s Highland Green fans traveled together to watch her perform in a variety show.

### A Real 55+ Active Adult Lifestyle

Enacted by Congress in 1996, the Housing for Older Persons Act allows for communities

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to represent themselves as age-qualified as long as at least **80%** of the occupied homes include at least one resident who is verified to be over the age of 55, and the community follows a policy that demonstrates an intent to provide housing for those aged 55 or older. Communities may also add restrictions for the remaining members of the households, such as no permanent residents under the age of 18. This is the case at Highland Green.

“In the industry there is a big difference between a Retirement Community and a 55+ Active Adult Community,” says Jane Marie O’Connor, the principle of 55 Plus, LLC and an internationally known expert, speaker and consultant. “At its most basic level, “active” means independent, so Active Adult communities offer no assistance with daily living activities such as meals, medication, housekeeping and personal care. They do usually present a variety of on-site activities and easy access to natural or cultural attractions, shopping, nearby medical facilities, and metropolitan areas,” she says.

“A Retirement Community refers to more of a traditional Continuum of Care environment with progressive living arrangements, group

transportation, and medical care. These communities tend to cater to the more needs-driven resident who has waited until they are in need of services to enter the community. Nationally, the average age in Retirement Communities is now 83-86 years of age.” says Jane. “Active Adult communities attract a much broader range of ages seeking a new adventure for the next stage of their life. In short, it is all about lifestyle.”

Highland Green is a quintessential example of an Active Adult community, with a Maine sensibility and some very unique features. It is currently poised to appeal to the 78 million Baby Boomers, born between 1946 and 1965, as well as a good-sized segment of the preceding generation. These cohorts, by most accounts, prefer to have conveniences, to be around people in a wider age range, and to age in place rather than move to a traditional Retirement Community.

Highland Green was founded in the **early 2000’s** as the brainchild of visionary Maine resident and developer John Wasileski, who studied Environmental Science at McGill University. The first home was completed in **2003** and there are now nearly 170 homes in the community. John also owns Seacoast Management Company, which has

a contractual relationship with the community and employs the Marketing, Operational, and Accounting staffs, and provides grounds keeping services as requested by the resident shareholders through their Cooperative Boards.

John has been the preeminent developer of senior housing in Maine for nearly **30 years**. He had previously developed numerous senior housing communities, including prominent Retirement Communities. A true “people person,” John has a passion for making sure that his staff is cognizant of helping connect Highland Green residents with in-home services agencies as needed or to even help link them through strategic relationships with opportunities to move elsewhere if necessary.

Highland Green’s homes have common design elements that protect the appearance and value of the community yet are custom designed with customers to suit their unique lifestyle. The ability to customize has become an increasing attraction and unique as compared to more cookie-cutter Retirement and 55+ communities.

“80 percent of people who contact us initially say similar things in terms of what they would like in a home,” says Will Honan, Director of Marketing and Sales for Highland Green. “They generally are looking for one-floor living, **1,800 to 2,000** square feet of living space, two bedrooms, two bathrooms, another room that is an office, study, or den, a relatively open and flexible concept, a two car garage, and maybe a screened porch. From that point some go on to add additional space on an upper or lower level for recreational space, guest rooms, or area for

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**Ed and Linda’s new custom kitchen at Highland Green**



accommodating an elder relative or for in-home care for themselves down the road if ever needed.”

In the last year alone at Highland Green, new residents have moved into existing resale homes of **1,386** square feet of living space to nearly **2,500** square feet. Others have built their own custom homes from **1,735** to nearly **3,500** square feet.

January 2015 brought the commencement of the Highland Green’s new “Basswood” neighborhood. Roads, utilities and infrastructure are being constructed this winter with construction of the first homes planned to begin by April. Basswood is comprised of **11** total home sites on Black Cherry, Alder and Basswood Lanes with **eight** contracted and **three** remaining available as of February. Like Red Maple Lane before it, Basswood has given customers an opportunity to make a proactive plan that fits their individual timeframe, and to help create another unique Highland Green neighborhood.

A study of Basswood thus far shows individuals from a wide range of locations, an age range of **49** to **78**, and an average age of **64.5** at the time that each agreement was executed. John and Jane from Maine, Dick and Carol from Connecticut, Dave and Andy from New Hampshire, Phil and Donna from New York, Bob and Marjorie from Pennsylvania, Stan and Mary Ellen from Indiana, Dick and Sandy from Texas, and George and Nancy from California are excitedly waiting to find out who joins them.

For Stan and Mary Ellen Miller from Columbus, Indiana, Basswood at Highland Green represented a chance to secure a home site that they loved, be proactive in their planning, make a financial commitment, and still have plenty of time to take care of responsibilities in their current location.

Having already retired from the auto



**John & Jane Harpswell, ME**



**Dick & Carol Simsbury, CT**



**Phil & Donna Penfield, NY**



**George & Nancy San Diego, CA**



**Stan & Mary Ellen Columbus, IN**



**Andy & Dave Bridgewater, NH**



**Bob & Marjorie Kennett Square, PA**



**Dick & Sandy Houston, TX**

## Basswood Neighbors-to-be!

industry and from teaching respectively, Stan and Mary Ellen wanted to relocate to somewhere on the East Coast to be closer to their daughter and son-in-law (and eventual grandchildren) in New Jersey. They discovered Highland Green in Maine and, after visiting and reading many Lifestyle newsletters, realized that it would be a rewarding place for them to live nearby people with whom they share a thread of commonality and dreams. At the same time, they needed to settle their elderly parents’ affairs. By working with Lynda Bernier from Bath Savings Institution, they were able to sign an agreement with Highland Green in November of 2014 for a planned move in the fall of 2016.

“It’s been wonderful to plan ahead to coincide with our timing with no rush, to take baby steps, and to work with such patient people in the Highland Green family” says Stan. “At the same time, we cannot wait to be there!”

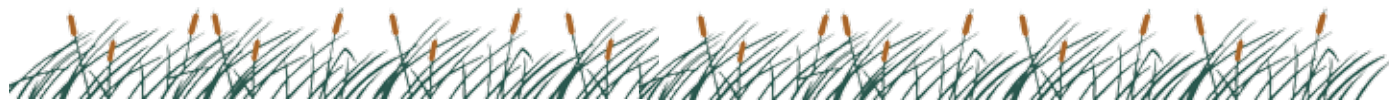
Lynda Bernier has worked at Bath Savings Institution, a local Maine Bank founded in **1852**, for **28 years**. She has helped more than **100** households from around the country make their way to

Highland Green. “Not only is Lynda one of the most well respected businesspeople in this area, she is an extremely personable, knowledgeable, thorough, and is a great third-party to help our customers. Her conservative approach helps them to feel comfortable and confident that a sound, strategic plan for transition can work for them, and they can enjoy an affordable high-quality of life” says Will Honan.

*“The Highland Green Community is wonderful; it’s an amazing group of nice, accomplished and interesting people,” says Lynda.*

Bob and Marjorie Dewey from Kennett Square, Pennsylvania recently became the eighth future Basswood neighbors. After retiring from positions at the Veterans Administration in Washington, D.C. the Deweys ended up moving to a Retirement Community in Pennsylvania five years ago. They live in an “Independent 55+” section of a of a Continuing Care Retirement Community.

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# Seen around Highland Green...



A Highland Green shoveling crew



A special edition football jersey commemorating the beginning of the "Basswood" neighborhood



Snowshoeing on the Barnes Leap Trail at Highland Green



Highland Green's Facebook Page has over 900 LIKES



"Pancake Ice" on the Cathance River on the Preserve at Highland Green



The Hughes' license plate (see back cover)

## Featured Custom Built Homes

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

### 10 HERON DRIVE

*Sunny*

The best light all day long with private views in the friendly heron neighborhood right nearby the Wild Duck Pub. The sun rises over the secluded backyard and deck and through the screened porch and into the open entertainers kitchen with fireplace and oversized Deer Isle, Maine granite. Views of sunsets shine through the bright formal living and dining room. \$475,000



### 2 KINGFISHER DRIVE

*Tree House*

While being just steps from the Highland Green Community Center, the Tree House is ensconced in deluxe landscaping and the earthy colors inside help bring in the wooded views from outside. An open floor plan with nice finishes leads to an elevated screened porch overlooking airy seclusion. The walkout daylight lower level offers space for workshop or other endless possibilities. \$445,000





“We were 60 when we moved to our current community and were told then that Baby Boomers like us for going to move there, but that never happened,” says Marjorie. “The community is now stuck, many of the friends with whom we made connections are gone, and the average age in the community is over 80. As a result, we have become more sedentary.”

After finding Highland Green, meeting with staff, Resident Activities Committee Chair Ellie McMahon and other residents this past December, it was clear to the Deweys that it was the right fit for them. They have made a commitment and will move roughly six months after the construction of their new home begins this spring.



**Bob and Marjorie Dewey**

*“After seeing Highland Green’s combination of location, conservation, the age range and independence of residents, and the available lifestyle, we realized it was a place we could become truly active,” says Marjorie.*

“When you get into your 60’s you realize that you should not run away from a potentially more secure environment, but you also think about what you should be doing with your life.”

“Wellness” is term that is heard often overheard at Highland Green. The World Health Organization defines wellness as: “a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.” The National Wellness Institute calls wellness: “a conscious, self-directed and evolving process of achieving full potential.”

Highland Green and Red Maple Lane resident Jerry Combs is a second-generation nutrition scientist, a Cornell professor, and the current Center Director of the USDA Human Nutrition Research Center in Grand Forks, North Dakota.

“Several studies have shown social interaction to be related to good health – particularly cardiovascular and mental health. People who find ways to interact socially live longer than those who become isolated,” says Jerry. “Healthy aging calls for three things: healthy eating, healthy physical activity, and healthy social relationships.”

Residents will tell you that it is the neighborly ambience, the sense of community, the easy opportunities to be physically active, and the ability to be engaged with others both socially and intellectually that promotes a general sense of wellness at Highland Green. As Marjorie Dewey says, “We have a lot of life to live!” ■

## Connect & Experience HIGHLAND GREEN

Connect with us online at:  
[HighlandGreenLifestyle.com](http://HighlandGreenLifestyle.com)



Click on the Connect tab to read our award-winning Lifestyle newsletter. Enjoy our:

- Conservation Issue
- Strength & Stability Issue
- Activities Issue
- Health Care Issue
- Quality & Value Issue
- Back to School Issue
- and many more!

Click on the Connect tab to watch our YouTube videos. Enjoy our:

- Unique Propositions Video
- Lifestyle Decisions Video
- Custom Homes 101 Video
- Financial Video



### “Basswood” Begins January 2015

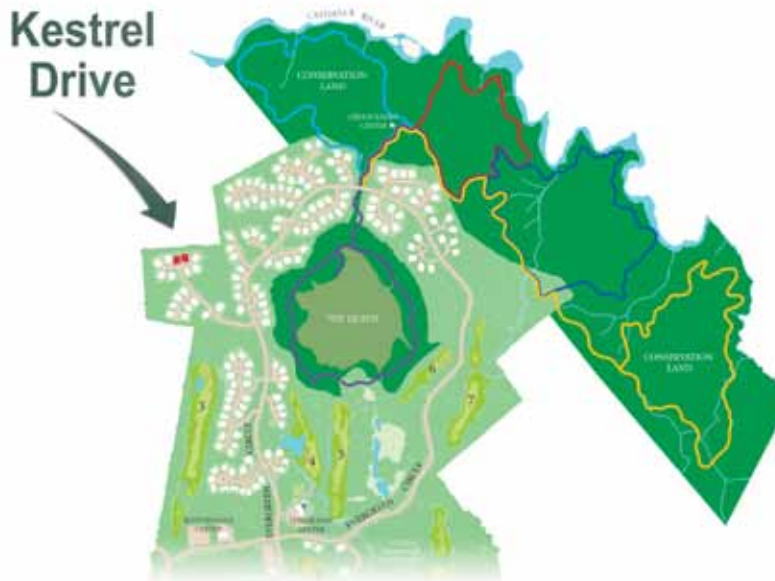


# You can join Peter & Janet!

*Peter & Janet Hughes* from South Woodstock, Vermont first visited us last summer. Having told us that they were graduates of Georgia Southern and University of Florida respectively, they were greeted at our door by the Eagles and Gators logos. Before they finalized their plans to move to Highland Green the Hughes were already sporting a limited edition Highland Green license plate holder (see ***Seen at Highland Green*** on page 6). Fast forward to February and Peter and Janet have made their plans to build their new Highland Green home backing onto a wooded buffer in the Sparrow neighborhood. They join Bob, Mel, Mike, Gene, John, Joyce, Barbara, Lucretia, Maryanne, and Pat on Kestrel Drive.



*Two home sites remain on Kestrel and are all ready to go...  
View this beautiful neighborhood from the air on our YouTube page!*



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



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