



Lifestyle

News, Personalities and Perspectives from

HIGHLAND GREEN

A masterpiece of Maine living for those 55 or better

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2012 starts with a bang (of hammers) at Highland Green!

Coming into the beginning of 2012, Highland Green ALREADY has a commitment to build custom homes for SIX new residents!



How many communities in the Northeast are custom building homes for actual customers going into 2012? “Very few. Against all odds, Highland Green is succeeding in doing so despite the sluggish performance in home sales,” states Jane Marie O’Connor, an internationally recognized expert in 50+ housing and principle of 55 Plus, LLC

Massachusetts. Having worked worldwide with developers, home builders, and retirement communities and having consulted with Highland Green over the last two years, Jane has a unique perspective. “John Wasileski’s vision in creating Highland Green and the flexibility and creativity of his staff in putting plans together has created a truly distinctive destination and opportunity,” adds Jane, a featured speaker at the upcoming International Builders Show in Orlando, Florida. “Their tremendous progress during uncertain times is a testimony to the quality of the community

and the unique combination of propositions that Highland Green offers,” she says.

Lew and Mary Brown from Boothbay Harbor, Maine look forward to the completion of their home on Finch Drive in February. Avid outdoors folk who appreciate Highland Green’s commitment to conservation, they have already become the community’s official canoe and kayak ambassadors (keep an eye out for more news on this in our next newsletter). Their elevated site will allow for a neat private patio, great

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HIGHLAND GREEN

7 Evergreen Circle, Topsham, Maine

1-866-854-1200

www.highlandgreenmaine.com



Highland Green Shovel Brigade





Sharon MacCallum

Construction from Page 1

sun orientation, and a fresh breeze.

Sharon MacCallum from Brunswick, Maine (pictured above) has seen her home on Warbler Drive being framed up as of January. She will have a great open floor plan which will have plenty of room for her baby grand piano. She will continue to host students as one of the premiere voice and piano instructors in the area (and her walkout daylight basement has a finished room for her three grandsons when they visit).

Betsy Brandt has loved her home and horse barn up in Waldoboro, Maine but is blown away by the natural beauty and sense of community at Highland Green. She and Sharon have become fast friends. Dr. Brandt is also in love with the way that her site on Honey Locust backs onto the conservation land while still having close neighbors. She'll have a nice private screened porch in the back and construction of her home will begin in March.

Ron and Joanne Strand from Burlington, Massachusetts have finalized their architectural plans and Ron is retiring from his job as a civil engineer. Their home site on Honey Locust Drive abuts the Cathance River Nature Preserve and gives Ron plenty of opportunity to put Highland Green's site engineer and landscape architect through their paces when siting the home (scheduled to begin in April). Their dream will come to fruition seven years after their first visit to Highland Green!

Just across a pond and down Honey Locust is the site for the home of Eileen Martin and Kathy Connors from Topsham, Maine, which will start in March. Kathy was coincidentally born in Burlington, Massachusetts. While they will hold the record for the "shortest move to Highland

Green," Eileen and Kathy will enjoy a lower maintenance lifestyle and a strong sense of community while they continue to work for a while. They are having fun in the design process. Having also lived in Upstate New York, Ohio and Stockton, California, they have plenty experience to know exactly what they want in their home.

Speaking of Stockton, California, Bob Allen is originally from there and along with his wife Pat will be building on Aspen Lane. It will start right at the end of May. They currently live in Turner,

Maine and will hold the distinction of having the home site that is geographically closest to the Cathance River Ecology Center. Bob still practices real estate and corporate law in Oakland, California and appreciates that the cooperative form of ownership at Highland Green affords protection of the original vision of the community and strength and stability for the future. Pat is into fitness and nutrition and will no doubt spend much time on the trails. Bob will practice drums in his special music room in their basement; he's in a band that performs rock and rhythm and blues. ■



Our new Phase 3 "Honey Locust" Neighborhood abuts the Cathance River Nature Preserve at Highland Green and is filling up fast. Site #173 backs onto the woods of the Preserve and site #'s 169 and 176 offer high elevations and wide views. Call and learn how you can become part of this special neighborhood or our well established "Sparrow" neighborhood tucked into the woods.



Builder Profile

Gretchen and Jerry Davis, who built a home and moved to Highland Green in 2011, offered this unsolicited testimony to Highland Green founder John Wasileski:

“Hildreth and White are to be highly commended. We are extremely impressed with the construction, and impressed that we were able to move in on the date promised. We cannot praise Tim Follo enough. His daily presence and guidance was most assuring. He is one of a kind! Behind it all of course was Dan White. We greatly appreciate all he did.”

Call 1-866-854-1200 for more information about Highland Green.

Visit our website!
www.highlandgreenmaine.com

Highland Green builder Dan White, president of Hildreth and White, brings 25 years of building experience to our customers along with an admiration for the quality and efficiency of Highland Green’s home designs.

Synergy

Highland Green residents and staff alike enjoy nearness to and synergy with Bowdoin College. Proximity to the college town of Brunswick is one of the many factors as to why new friends sharing interests from 22 different states (and counting) have gathered to live at Highland Green. High quality, energy efficient, custom built homes are also a compelling attraction to the community.

Dan White’s appreciation of the diversity of the Highland Green customer is enhanced by his own strong affinity for Bowdoin College. “Highland Green customers are the most interesting folks from so many different backgrounds and locations,” remarks Dan. “They have a great deal of experience and know what they want. It really makes them a pleasure to work with,” he says.

Tradition

Dan’s background is most interesting as well. His father Ian White has been, among other things, a Bowdoin graduate and a photographer for Captain Donald Macmillan on his arctic expeditions aboard the schooner Bowdoin. In the 1960’s, Ian White designed the exhibits for the Peary MacMillan Arctic Museum at Bowdoin College Art Museum, which is enjoyed by so many Highland Green residents.

Dan went straight into home building after graduating from college in 1985 and after taking a course focused on energy efficient building taught by Charlie Wayne, a physics professor from Bowdoin. Over a quarter century later, Hildreth and White pride themselves on quality, consistency and serving the unique needs of each customer. “We’ve had the same group of subcontractors since 1991 and project manager Tim Follo has been with us since 1996,” remarks Dan.

Highland Green Quality

Dan White has a strong admiration for John Wasileski who Dan says: “has a great reputation as a visionary and a local builder of high quality communities. It’s great to be part of his team.” From Director of Development Matt Teare, through Marketing and Sales Director Will Honan, Design Coordinator Sandra Hansen, Quality Control Specialist Carl Pelletier to Director of Operations John Coughlin,

the Highland Green team “are easy to work with and want things done right for the customer,” says Dan.



Tim Follo and Dan White

“At Highland Green there are no trade-offs at the expense of aesthetics. Using real cedar siding, having high 9 foot ceilings and sinking the framing into the foundation for an easy living, no step-up home are examples of design that calls for a very high quality of construction. The steel reinforced concrete of the foundations at Highland Green shows a higher level of care than seen almost anywhere and they are the strongest we have ever seen in residential construction.”

- Dan White, President of Hildreth and White

Having built well over 300 residential homes in his career, Dan notices a big difference when working at Highland Green. First, it gives Dan (who lives in Falmouth, Maine) a chance to be nearby Bowdoin College where his oldest son is a freshman and member of the soccer team. Also, it gives him an opportunity to work with an unprecedented level of

See *Builder* on Page 5



Fifty percent from Maine; Fifty percent “from away”



Bev Brown and Paul Hureau enter their new home.

People often inquire as to from where Highland Green residents move. “From the beginning of Highland Green in 2002 half of our new residents come from Maine and half come from elsewhere,” remarks Highland Green Director of Marketing and Sales Will Honan. “We are so lucky at Highland Green to have a blend of benefits that attracts a national audience and as time goes by, the reach gets farther. 2011 held true to form and 2012 is already shaping up quite the same,” adds Will.

“We have outperformed the traditional real estate market for many reasons,” says Will. Mostly, he cites the complete uniqueness of Highland Green. “People from all over the country tell me that they have never seen anything like this community. Over the years, I have had the honor to work with so many people, from so many places and backgrounds that have started as customers and who now live at Highland Green as community members, friends, and mentors. The amenities, the site, the lifestyle, and the location are unique, but the people and sense of community are incredible,” he adds.

Programs such as Highland Green

Home Purchase program for new construction and the Home to Home Program for existing custom homes certainly help people complete their plans as well. These innovative tools have allowed folks to cement their moves to Highland Green.

“It is a dream come true,” says Sharon MacCallum of the Home Purchase Program, whose Highland Green home is currently under construction. “I had wanted to move to Highland Green but needed to sell my house in Brunswick first and the real estate market seemed so uncertain. Highland Green removed that obstacle for me by purchasing my old house. Now, Highland Green is moving forward with building a custom home perfectly suited to me,” says Sharon, who adds: “There was no catch, and everyone in the organization has been terrific. To an individual, they genuinely care about people.”

The Home to Home Program is another innovative program for existing custom resale homes at Highland Green. It is an enhanced program that offers customers the peace of mind of knowing that they have committed to purchasing a particular existing home, contingent on their current

home selling. The program also gives Highland Green the opportunity to actively facilitate the transaction. “We had found our dream home within our dream community at Highland Green, but the market to sell our condo in Duxbury, Massachusetts in 2009 seemed nearly impossible,” says Bev Brown.

“Will Honan helped us in the process of putting an agreement in place for our Highland Green home, assisted us in the process of finding the best broker in our area, stayed in touch and strategized with our broker, and stuck with us through thick and thin until we sold our condo,” adds Bev, who ultimately moved to her new home with her husband Paul Hureau on his birthday, April 15, 2010.

“The most important thing is that we help folks figure out if this amazing community and lifestyle is a good fit. After that, we have all of the tools that allow us to make it happen and to help them from point A to point B,” says Will.

*See **New Residents** on Page 5*

2011 found new Highland Green residents from:

Harpswell, Maine; Manhattan, New York; Arnold, Maryland;
Portland, Maine; Duxbury, Massachusetts; Boothbay Harbor, Maine;
Voorheesville, New York; Topsham, Maine; Portland, Oregon;
Brunswick, ME; Higganum, CT; Waldoboro, ME, and more...



Builder from Page 3

design and quality which he says is “at a higher level.”

In corresponding to John Wasileski about their experience in building at Highland Green, Gretchen and Jerry Davis said:

“...to compliment and congratulate you on the fine job your organization did in building our home at Highland Green. Probably most important to you is the fact that you have two new very satisfied customers who will gladly recommend Highland Green to anyone who is looking for a wonderful adult community. We feel we made the right decision coming here.” ■



The new home of Jerry and Gretchen Davis.

New Residents from Page 4

Steve and Sue Loeb who live in Columbus, Ohio agree. They have thoroughly researched Highland Green in advance of a planned 2012 move. A Waterville, Maine native and Bowdoin College grad, Steve has spent the last 40 plus years teaching health policy at The Ohio State University. “I am a planner; I don’t like surprises,” says Steve, “and the Highland Green experience has been one of transparency and detail for me.” The Loeb’s have attended outdoor, social, and cultural Highland Green marketing events. Additionally they have had the opportunity to review Highland Green’s legal and financial information.

Along the way they have met with resident co-op board members, attended a co-op board meeting, met with Highland Green Director of Operations John Coughlin, and befriended many at Highland Green.



“We have already found a home in Highland Green. It is really the community and the truly active lifestyle that we are buying into. It sounds funny, but the house is almost secondary,” says Sue.

“People need to know that they are making a solid decision. One of the beauties of my job at Highland Green is that the community is well managed and has such a solid plan for the future,” says Will Honan. “We have all of the resources to be completely transparent and the rest of our staff and the Highland Green residents reinforce all that we do,” adds Will. ■

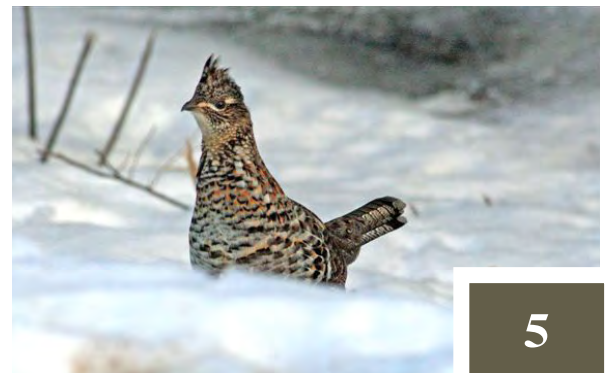
Will Honan with Steve and Sue Loeb’s.



Left (and cover): A snowshoe trail blazed on one of miles of trails on the Cathance River Nature Preserve.

Below: A Ruffed Grouse

Both photos taken at Highland Green by resident Jim Wilkes.



Featured Custom Homes

Call to learn more about great choices of existing homes.

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GARDENER'S DELIGHT 2 Thrush Drive

Enjoy one floor living at its finest with the right combination of formal rooms and modern type spaces. Close the French doors in the office/library and enjoy a cozy retreat with warm hardwood floors or duck up the stairs to enjoy the extra craft or sewing room annex. A formal living room with fireplace makes a cozy spot a snowy day and the oversized screened porch makes a breezy place to gaze over the extensive perennial garden. Built in floor to ceiling bookshelves in the den/family room complete a picture of comfortable elegance. \$460,000



SEE THE LIGHT... 1 Goldfinch Drive

...in this quintessential Highland Green home with excellent sun exposure! Sunny formal dining room with wide open and inviting floor plan. Relax in your bright and comfortable sunroom; step out onto the custom deck; stroll onto the well landscaped yard with an extra special custom stone wall that will make you feel like you are in your very own park. This home is just steps from miles of conservation trails; a perfect oasis within the Highland Green community. Hardwood floors, custom kitchen, central a/c and more! \$440,000



“A part of the community; not apart from it”

Highland Green has an award-winning reputation as the premier planned community in Maine. Folks have moved from near and far to enjoy the Highland Green lifestyle and there are many reasons why.

Highland Green is perfectly located directly at the crossroads of Midcoast Maine. This location offers equally easy access to the college town of Brunswick, the diverse cultural offerings of urban Portland and the artful beauty of Maine coastal villages and bold oceanfront.

Neighborly ambience and endless possibilities enhance the wellness of residents through vibrant resident driven activities at the Highland Green community center with open opportunities to participate in the governance of the community.

At the core of Highland Green is the unique and unprecedented incorporation of a nature sanctuary to embrace ecology, preservation and conservation. There is tremendous working conservation land right within the security of the 635 acre campus.

Local, visionary ownership has created Maine’s only large scale, age qualified, active-adult 55-plus, planned community. Cooperative ownership allows for collective maintenance of homes and more. Further, proximity to a traditional retirement community (the Highlands) offers peace of mind for the future.

All of these factors make Highland Green the perfect place to live a carefree lifestyle that is uniquely Maine. However, there is much more to the Highland Green story...

Highland Green residents are a diverse group. Many people are still working; some are just recently retired; others have been retired for quite some time. Most people live here year round; some go south or west in the winter; others repair to camps and cottages in the summer. Some Highland Green residents are highly involved in resident activities or governance; others pick and choose; some keep to themselves.

While Highland Green has an amazing sense of community within, a wealth of resident driven activities at the community center and a true neighbor to neighbor spirit among Highland Green residents, the influence of Highland Green radiates outward. It is clear that the “new friends sharing interests from 22 states” (and counting) have positively impacted the surrounding Midcoast and Maine community as a whole. Highland Green is truly a “part of the community, not apart from it” and its residents enjoy and intellectually engaged and civic-minded lifestyle. ■



“There is no social pressure here to do anything. My wife is a social butterfly, a joiner. I am more laid back and more of a loner. Activities are there if I see something I like. Otherwise, I can enjoy my home, ride my bike, do my own thing.”

- Rolf Oesterlin (pictured above), moved to Highland Green from Pennsylvania in 2009 with his wife Lovye (pictured below at a DaPonte String Quartet performance).

Just Some of the Countless Charitable, Non-Profit, and Cultural Organizations supported by Highland Green and its residents.

Association of Bowdoin Friends | Red Cross | Habitat for Humanity | Iris Network
Midcoast Hunger Prevention Program | Brunswick-Topsham Land Trust
Daponte String Quartet | Cathance River Education Alliance | Midcoast Symphony
Midcoast Hospital | Maine State Music Theatre | Audubon Society
Maine Maritime Museum | People Plus | Alzheimer’s Association of Maine
Road Scholars | Barbara Bush Children’s Hospital | American Cancer Society
SCORE | Maine School Science Volunteers | Midcoast Senior College





Join Us!
Sunday,
March 25th

UPCOMING EVENT

Welcome DaPonte String Quartet

Highland Green is a proud sponsor of the DaPonte String Quartet, one of the many renowned cultural organizations of the Midcoast Maine region. This internationally known quartet has added the Orion Center in Topsham, less than a mile from Highland Green, to its performance venues for 2012.

On Sunday, March 25th Highland Green will host a very special pre-DSQ show luncheon.

This unique event will give our guests a chance to meet Highland Green residents, DaPonte board members and members of the quartet themselves. Guests will then attend a live DSQ performance at the Orion Center.

Call us today to learn how you can have a chance to attend what promises to be a lovely day and a great opportunity to experience a true slice of the Highland Green, 1-866-854-1200.



Linda Wilson, Highland Green resident and DaPonte String Quartet board member, at a DSQ performance held at Highland Green.

“Conspicuous virtuosity”
- Classical Voice of New England


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