



Highland House Notes

www.hh-aps.com

Operated & Managed by Highland Apartments LLC

December 2012
508-755-8484

ANNUAL HOLIDAY PARTY December 8th

PERSONAL ASSISTANCE SERVICES FOR RESIDENTS

Diana Mazin, a current resident at HH is offering personal assistance services to residents, including cooking, errand running, local transportation services for doctor appointments, visitation to family and friends, movies or museums. If interested, call her at 508-864-1489.

CONSIDER THIS

During this season of giving, consider a gift to the **Worcester Fire Department** for their tireless efforts as first responders to all our Highland House residents. Tax deductible donations may be sent to 141 Grove St., Worcester, MA 01605

IT'S ICE AND SNOW SEASON. PLEASE USE CAUTION!

Please be aware of your surroundings, whether it is around the building or elsewhere around town. We do not want to see our tenants sporting casts, injuries or accidents.

HELP CONSERVE

Controlling your water usage and thermostat settings help us conserve energy and expenses. Please help us by being responsible.

CHOOSE YOUR OWN ELECTRIC SUPPLIER!

A representative from Viridian Energy will be here Saturday morning Dec. 1st at 10:00 AM to introduce you to electricity alternatives. Stop by to get educated. Refreshments will be served.

UPS and FED EX PACKAGES

To help assure that you get your package this holiday season, insist on a signature for physical delivery. Although we have a video surveillance system, please take personal steps to protect your incoming packages from all shippers throughout the



Just a note of heart felt thanks to our friend, Fran Direda, who has so tirelessly and gracefully worked to provide great home cooked meals for our residents in the Resident Lounge. The feedback for the Thanksgiving holiday event was tremendous and we wanted to recognize her great work.

HOLIDAY PARTY SATURDAY DECEMBER 8TH

Everyone is welcome, so please mark your calendar for Saturday, December 8th starting at 2:00 PM for our annual holiday get together. Food and beverages will be served. See you there!

SEE BACKSIDE FOR DECEMBER EVENTS!

Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new prod-

uct.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment

upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from

which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.



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Business Name

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

Your business tag line here.


Organization

**We're on the
Web!**
example.com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of stand-

ard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.