



Highland House Notes

www.hh-aps.com

Operated & Managed by Highland Apartments LLC

DECEMBER 2013
508-755-8484

SEASONS GREETINGS & HAPPY HOLIDAYS



HIGHLAND HOUSE'S VERY OWN "IN HOUSE" PHOTOGRAPHER

Sheila Tarlin has dazzled us with her incredible photographs of Highland House grounds and horticulture for years. We wanted to formally thank and acknowledge her contributions to our newsletters.

RESIDENT REFERRAL PROGRAM

We have given away nearly \$20,000 in resident referral rent credits this year. If you recommend a friend who ultimately signs a lease you will receive a month's free rent.

FIRE DOORS

Per official order of the Worcester Fire Department, the fire doors at the end of each hallway are to remain closed at all times. Please do not hook the doors to stay open as we will be actively enforcing this order.

WHAT HAPPENS TO THE BOOKS YOU DONATE?

A big thank you goes to Tony Simone this month for taking the time and effort to recycle hard cover books and paperbacks which tenants initially exchange amongst our residents for their reading enjoyment. Tony brought down nearly 40 books and over 60 paperbacks for further recycling to the Worcester Public Library to make room for the continuing flow new books that are turned over by friends & residents.

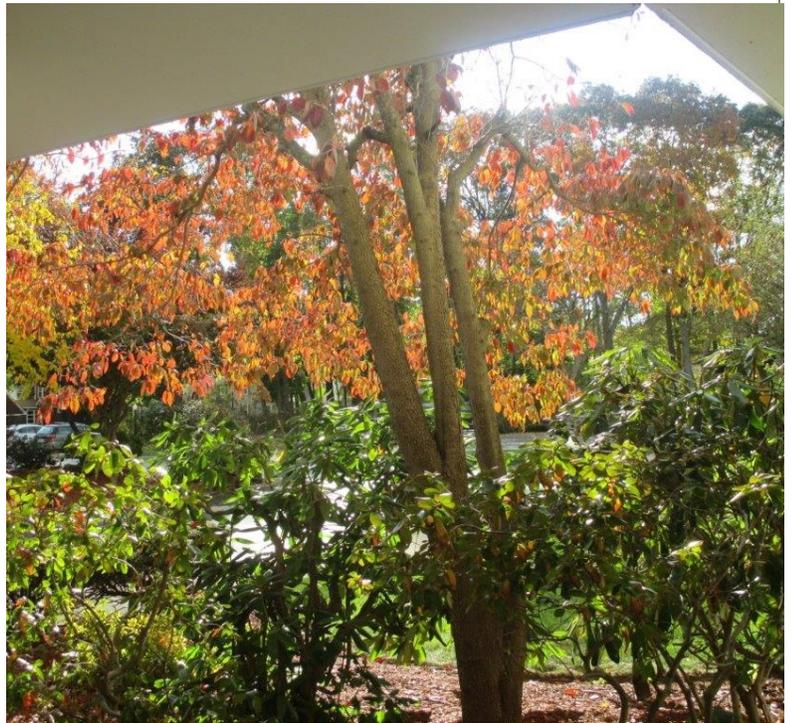


Photo compliments of Sheila Tarlin

SHOPPING CARTS

Please be courteous to other residents and return our shopping carts to either the outside garage or in the storage bin area closest to the end of the building. Residents perpetually complain that there are no carts available when they need them. We need your help in solving this problem.

HOLIDAY PARTY

The staff and management of Highland House extend their warmest wishes for a healthy and happy holiday season.

MARK YOUR CALENDAR

THURSDAY

December 12, 2013

4:00 P.M. - 7:00 P.M.

Stop by for refreshments and good cheer!

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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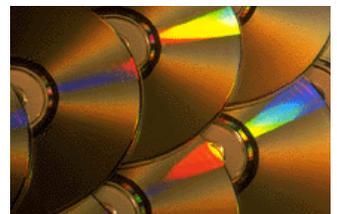
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Caption describing picture or graphic.

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.