



Highland House Notes

www.hh-aps.com

Operated & Managed by Highland Apartments LLC

March 2015
508-755-8484

WE ARE READY FOR SPRING!

VALENTINE FUN!

Last month the *Traveling Valentine* made it's debut run throughout the building helping to spread cheer, build community, friendship, and even a tad of mischief. It ultimately made its way back to the resident lounge where Sunday February 15th a wonderful crowd gathered for desserts and camaraderie!

COULD THIS BE THE START OF A NEW TRADITION???



WORCESTER WINS THE TOP PRIZE! (ugh)

Congratulations to Worcester! Our city has the distinction and the honor of being officially crowned as the Snowiest City in the United States. (Over 103 inches YTD). We have even topped annual contenders of Syracuse and Buffalo New York, and Erie Pennsylvania. As an added plus this has been the coldest February on record.

We have done our utmost to keep our building plowed, and sanded, but Please use extreme caution when walking around the grounds.

WANT TO MAKE AN EASY \$10?

Just sign up at the office for direct rent deposit by **March 11th** and earn yourself a free role of quarters!



ATTENTION ALL DOG OWNERS!

We have been getting reports of "presents" being left in the immediate area of the building.

During these difficult ice and snow conditions, we respectfully request that you walk your pet over to the side of the garage to allow them relief.

HELP US CONSERVE WATER

For some unknown reason our water usage for the most recent quarter ended December 31st spiked by nearly **13%** over our historical standard use.

As city water and sewer costs are astronomically high, your assistance in reporting leaks, and practicing reasonable conservation measures will help us in keeping rent increases to the lowest possible levels.

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.



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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.