

 (269) 343-4375

heritagecommunity.com



HERITAGE
COMMUNITY

OF KALAMAZOO

July 2022



HERITAGE
TODAY

EXPERIENCE THE FUTURE OF RETIREMENT LIVING

MONTHLY news

FROM THE HERITAGE TEAM



Greetings!

Welcome to *Heritage Today*, a newsletter created exclusively for those interested in independent living at Heritage Community of Kalamazoo. We're delighted that you are considering Heritage Community as your future home. We hope you had a festive Fourth of July weekend earlier this month and that your summer is off to a great start!

Here at Heritage Community, we are celebrating the imminent opening of our newest independent living residences, Revel Creek. With the excitement generated by the upcoming move-ins to Revel Creek and recent renovations to The Artisan, only a limited number of independent living residences remain at Heritage. To reserve the residence of your choice as it becomes available, join Our Inner Circle by making a fully refundable deposit. As a member, you'll secure limited-time financial benefits and exclusive invitations. See *A Word About Our Inner Circle* to learn more.

View this month's *Community Updates* for a few photo highlights of new residents as they tour their new homes prior to moving to Revel Creek. In the same section, get a glimpse into resident life on campus as The Artisan residents enjoy everything from crafting to concert-going, to keeping the beat.

Read the *Heritage Community Team Profile* to get to know our Independent Living Sales Counselors, Joe Pennington and Tiffany Andrus. If you want to

of the brand-new Revel Creek or are interested in learning more about life at The Artisan, either Joe or Tiffany will be happy to show you around.

Join us on August 23 for our ever-popular Antique Appraisal Event featuring the renowned Gary Piattoni who has appeared as an appraiser on PBS's *Antiques Roadshow*TM since 1997. See *Prospect Events* for the details.

Peruse *Common Questions* to learn about limited availability at Revel Creek, delicious dining options at Heritage Community, and special summer wellness offerings put together by our Senior Well-being Manager, Megan Hill.

And finally, learn about our *Staycation* program—where Heritage Community becomes your vacation destination for three free days. And find out how you can earn \$1,000 when you help us grow our Heritage family in the *Friends to Neighbors* section.



Warmly,
The Heritage Team

**WE HOPE YOU HAD A WONDERFUL
FOURTH OF JULY HOLIDAY!**



a WORD ABOUT OUR Inner CIRCLE



YOU'RE THE FUTURE OF OUR HERITAGE

Welcome to Our Inner Circle, a special Circle created for those who are planning for a future move to Heritage Community, and who are awaiting the availability of a specific residence of choice.

By placing a nominal, 100-percent refundable deposit and becoming a member of Our Inner Circle, you will have first dibs on reserving your preferred residence as it becomes available. And while you wait, you will gain access to a wealth of financial and lifestyle benefits, including exclusive invitations to Heritage Community's events and activities. This means you'll have an opportunity get to know the current residents and fellow future residents, allowing you to become a part of our community and to start building friendships before you move in.

With the upcoming opening of our all-new independent living residential building, Revel Creek, and with continued interest in The Artisan, residences at Heritage Community are in high demand. As you await the residence of your choice, Our Inner Circle is where you want to be.

**Join Our Inner Circle today—
and reserve the residence of your choice.**

Take advantage of the many benefits listed below. The financial benefits are only available if you join within 30 days of your first appointment with a Heritage Community sales counselor.* So, call today to place your fully refundable deposit!

Members of Our Inner Circle receive exclusive benefits, including

- First monthly fee waived upon move-in*
- \$2,500 credit toward residence upgrades*
- Lifetime discount of \$100 off second-person monthly fee (Certain stipulations apply. Please ask a sales counselor for details.)*
- The right to reserve the residence of your choice at any time
- Exclusive invitations to member events and dining opportunities
- Access to the fitness center including one complimentary training session
- Entrance to monthly community events and scheduled entertainment
- Priority access to healthcare, including skilled care and rehab, should you need it before becoming a resident
- And more!

To learn more about joining Our Inner Circle in time to receive limited-time financial benefits, please contact us any time at 269.343.4375 or visit our website: <https://bit.ly/3iyMSpi>.



COMMUNITY UPDATES

ROOTED IN HISTORY. FOCUSED ON YOUR FUTURE.

AS REVEL CREEK NEARS COMPLETION, SOON-TO-BE RESIDENTS TOUR NEW HOMES



Excited new residents of Revel Creek tour their brand-new home prior to moving in.

Heritage Community of Kalamazoo is delighted to announce the upcoming opening of Revel Creek, the newest independent living residences on campus, where a forward-facing, active lifestyle awaits. In preparation for the first wave of new-resident move-ins, we're celebrating the growth of our Heritage family. Soon-to-be Revel Creek residents will soon be settling in, getting to know their neighbors, and soaking in the cultural and social opportunities, the health and wellness offerings, and the contemporary design and comfort of their brand-new homes. In addition to their aesthetic appeal, Revel Creek's smart residences offer leading-edge home automation, climate control, and lighting systems.

If you are interested in viewing one of the few remaining Revel Creek residences, reach out to Matt Shankle, Director of Sales and Marketing, at 269.343.4375. Available floor plans won't last long!

Enjoy these photo highlights of new residents touring their Revel Creek homes.



CAMPUS LIFE FLOURISHES!

Crafts, Concerts, and Keeping the Beat



Residents keep their rhythm sharp as they practice the drums in Senior Beats class.

As they eagerly await the arrival of their newest neighbors, residents of The Artisan keep busy with everything from crafting to concert-going, to keeping the beat in the popular Senior Beats class. No matter how busy they might seem, though, they will be thrilled to welcome their new friends to campus!



A resident of The Artisan proudly displays the spring door hanger she created in a crafting session.



The Artisan residents enjoy the harmonies of the renowned Mall City Harmonizers, a male a cappella barbershop chorus.

HERITAGE COMMUNITY TEAM PROFILE

MEET OUR INDEPENDENT LIVING SALES COUNSELORS

Joe Pennington, Sales Counselor at The Artisan & Revel Creek



Joe Pennington joined the Heritage Community of Kalamazoo sales and marketing team as a Sales Counselor for The Artisan and Revel Creek approximately a year ago when he was referred by a colleague. "The opportunity to work with a growing organization and the positive work environment are just a couple of the factors that excite me about this job," says Joe, who brings two decades of sales management experience to the role.

As a Sales Counselor at The Artisan and Revel Creek, Joe is putting his extensive sales experience to work in a people-oriented environment. He began working in sales positions full-time after high school while attending community college. "I've been in the field ever since," he says, "doing sales for privatized security, custom packaging, and printing companies and manufacturers in the local area." In these roles, Joe enhanced his skills in direct sales, sales management, and client retention, preparing him well for his role at Heritage Community.

"At Heritage, my job is to help guide interested individuals and couples through the process of choosing and moving into a Life Plan Community. From the first meeting to the move-in date, I act as the liaison between the prospective resident and the community," he says. The prospective residents, residents, and his fellow team members are chief among the benefits of working at Heritage Community, according to Joe. "It's motivating to work in such a positive environment and in a flourishing organization," he says. "I'm grateful to have this opportunity for personal and professional growth."

Outside of work, Joe leads an active and athletic lifestyle. He enjoys biking, hiking, and frequenting the gym. He makes the most of his weekends with trips to the lake, where he fishes, jet skis, and goes boating. He also enjoys gardening and listening to music.

When he's not on the go, Joe cherishes spending time with his family. He has been married to his wife, Rachel, for eight years, and they have a four-year-old son, Joey, and a West Highland White Terrier named Scout.

Tiffany Andrus, Sales Counselor at The Artisan & Revel Creek



When Tiffany Andrus joined the Heritage Community of Kalamazoo sales and marketing team just shy of a year ago, she came equipped with 20 years of experience in sales, with a focus on relationship building to develop trust and earn forever residents. Matt Shankle [Director of Sales and Marketing at Heritage Community] had worked with Tiffany on multiple community projects, including the Michigan Main Street program. "When Matt asked me if I would be interested in joining the Heritage team to work with prospective residents in independent living and integrate my expertise, I jumped on the opportunity," says Tiffany.

As a Sales Counselor at The Artisan and Revel Creek, Heritage Community's two independent living residences, Tiffany is responsible for creating brand awareness in the Kalamazoo area, introducing the Life Plan Community to prospective residents, and working with them to help them discover their needs, overcome any

barriers, and articulate their vision for the future. "I am a people person at heart," she says. "My plan is to build on relationships to help cultivate new growth at Heritage Community."

Tiffany brings to her role years of study in business marketing & sales from Grand Rapids Community College, as well as in interior and fashion design from Kendall College of Arts and Design in Grand Rapids, Michigan. Prior to her foray into senior living, she spent a decade selling advertising for newspapers and magazines, showcasing businesses throughout Southwest Michigan, her original training ground in sales. "Being in that industry for quite some time, I learned a lot about selling products and services," she says. "Sales became part of my daily routine, focusing on people and their needs."

When it comes to Heritage Community, her relationships with the residents are what is most important to her. "It brings me joy to see everyone happy. Getting to know the residents and hearing their stories—it's like reading the most fascinating book that you never want to put down," she smiles. With the upcoming opening of Revel Creek, the newest Independent Living residence at Heritage, Tiffany is thrilled to see the extensive project finally coming to fruition. In particular, she's excited by how the forward-facing residences have really put Heritage Community on the map. "Good news travels fast! Everyone wants to come and check this place out," she says.

Tiffany grew up in Harbor Springs, Michigan, a scenic resort town nestled in Northern Michigan, overlooking Lake Michigan. She's lived in the Kalamazoo area since 2003 when she met Shawn, her now-husband of 13 years. She has a 23-year-old son, Jordan, an 11-year-old son, Landen, and a four-year-old daughter, Nora. "There are huge gaps between my children's ages," she says, "but it keeps me on my tippy-toes and gives me the opportunity to appreciate each age difference." She also has a fur baby, Ally, a playful Golden Doodle.

When Tiffany's not at work, she keeps busy with her continued community involvement and the ongoing design of her countryside home. She also enjoys spending time with friends and family—attending her kids' sporting events and school activities, family bike rides and off-roading adventures, and s'more-roasting campfires and traveling to new places.

PROSPECT EVENTS

ARTIFACT OR FICTION: AN APPRAISAL EVENT
FEATURING PBS'S ANTIQUE ROADSHOW™
APPRAISER GARY PIATTONI

Tuesday, August 23



Relic or Rubbish?

Major League Find or Minor League Error?

For most who've done it, moving to a smaller residence in a place like Heritage Community brings some unexpected pleasures. One is the freedom of leaving home maintenance behind. Another could be discovering that your attic is actually a treasure trove of priceless collectibles. Please join us for our second annual presentation of ARTIFACT or FICTION, an appraisal event featuring expert Gary Piattoni.

Event Details:

- Each guest is invited to bring one item to be appraised.
- Gary Piattoni will present, discuss, and answer questions about identifying the age, origin, and value of art, furnishings, curios, and collectibles. (No jewelry, coins, stamps, or firearms, please.)

About Gary Piattoni:

With over 30 years' experience in the fine art and antiques business, Mr. Piattoni holds a certificate in appraisal studies from New York University and is former Senior Vice-President with Christie's fine art auction house in New York. He has also appeared as an appraiser on PBS's *Antiques Roadshow*TM since 1997.



Who's Invited: The Artisan and Revel Creek Prospective Residents

When: Tuesday, August 23 | 10:00 a.m. or 1:00 p.m. EST

Where: Portage Senior Center | 320 Library Ln. | Portage, MI 49002

RSVP: RSVP to 269.775.4774 or heritagecommunity.com/events.

Reservations are by appointment only. Attendance will be limited and will follow all current CDC safety guidelines.

COMMON QUESTIONS

AND THE ANSWERS YOU'VE BEEN LOOKING FOR

Q: Now that Revel Creek is preparing to open and new residents will be moving in soon, are there any residences still available?

A: Yes, at the moment, Revel Creek still has a limited number of independent living residences available. However, with the excitement generated by the upcoming opening, those residences won't last long. If you are interested in life at Revel Creek, simply reach out to Director of Sales and Marketing Matt Shankle and schedule a time to tour Heritage Community and to view the few remaining floor plans. Matt can be reached at 269.343.4375.

Q: What dining venues are available to independent living residents at Heritage Community of Kalamazoo?

A: Heritage Community's independent living residents have access to five beautiful dining venues on campus:

- Vintage, the recently refurbished restaurant located inside The Artisan, will soon reopen in the style of the classic Midwest supper club and offer residents fine dining from a made-from-scratch menu that is refreshed every day.
- Sidecar, also located inside The Artisan, is a casual bistro with a full-service bar and private dining room. Its lively atmosphere is the perfect place to enjoy a well-crafted cocktail, play cards, watch the big game, or grab a quick meal on the go.
- The Gallery, the brand-new upscale restaurant located inside Revel Creek, provides a center-piece stage where the culinary staff can entertain residents while showcasing the latest in freshly sourced cuisine.

- The Vault, a refined cocktail bar located in the heart of Revel Creek, is perfect for socializing and dining. The timeless bar with Art Deco accents and mood lighting gives residents a place to meet, mix and mingle, tipple and nibble, and pass the time.
- The Upper Bank, Revel Creek's relaxed terrace with fireplaces and beautiful views of lush landscaping, provides residents with an outdoor space for dining, wining, and shooting the breeze. From the stone patio, the venue provides scenic views of the winding walking paths that meander throughout the campus.

Q: How does the dining program work at Heritage Community?

A: Independent living residents at Heritage Community enjoy the flexibility of a dining-credit system, allowing them to use their dining credits how and when they want. In addition to flexibility, this program ensures freedom of choice, access to more dining options, and cost savings.

Q: In addition to The Artisan Wellness Center that has just been refurbished, and the brand-new Revel Creek Wellness Center, what are some of the newest wellness offerings at Heritage Community?

A: Senior Well-being Manager Megan Hill is always busy creating new wellness opportunities for independent living residents. With the nicer weather now in season, residents have been eager to spend some time outdoors. The walking group is on the calendar twice a week, allowing residents to explore the campus, including the one-mile walking trail that loops around the community, as well as outings to some of the Kalamazoo area's many beautiful parks.

When the weather is a little on the warm side, residents are welcome—at their leisure and convenience—to enjoy the swimming pools at the Radisson Plaza Hotel or the Maple Street YMCA through Heritage Community's partnerships with these entities and by arranging inhouse transportation.

In addition to providing fitness classes, meditation, and individual wellness offerings, Heritage Community has recently partnered with a Reiki practitioner to provide complementary on-campus sessions to residents for part of the summer. Reiki is an energy-healing technique to promote relaxation and reduce stress.

STAYCATION:

YOUR VACATION DESTINATION FOR 3 FREE DAYS!



GREETINGS FROM SUNNY KALAMAZOO

Please be our guest at Heritage Community for two free nights and three days of STAYCATION. It's your chance to experience the freedom and security our residents enjoy year 'round. To taste the talents of our culinary team. To meet and converse with potential future neighbors. And to picture a carefree future here in the heart of Kalamazoo.

SAMPLE STAYCATION ITINERARY:

We will customize the details of your stay based on your interests and preferences.

DAY 1:

- Arrival and Welcome—3 p.m.
- Orientation and Team Greeting
- Dinner with a Resident Ambassador

DAY 2:

- Breakfast with a Resident Ambassador
- Personal Fitness Training Session with our Wellness Director
- Lunch with a Sales Counselor & Community Director
- Personal Time or Group/Club Programming
- Dinner with a Resident Ambassador

DAY 3:

- Breakfast
- Departure and Dialogue with Sales Counselor

CALL NOW TO RESERVE YOUR STAYCATION: 269.343.4375

FRIENDS

TO

NEIGHBORS

SOMEONE YOU KNOW WOULD LOVE TO LIVE HERE.



Earn \$1,000 by Growing Our Heritage Family!

As you know, we've been a part of Kalamazoo since 1945, so it's not exactly a secret that life at Heritage Community is something special. But of course, what makes it so special are our residents, friends, and family members. And since people like you know other people like you, we offer the Friends To Neighbors program.

It's simple. Just provide the name and contact information for someone you believe might make a good neighbor—someone who would enjoy and benefit from being a part of our community. If they choose to move here, we'll credit you \$1,000 toward your monthly fee after you move in.

When you're ready to share the Future of Our Heritage with someone who will appreciate it fully, please fill out the form on the following page, and return it to the sales and marketing team.



**FILL OUT THE FORM AND
RETURN IT TO THE SALES & MARKETING TEAM**



SOMEONE YOU KNOW WOULD LOVE TO LIVE HERE.



INTRODUCING THE FRIENDS TO NEIGHBORS PROGRAM.

We've been a part of Kalamazoo since 1945, so it's not exactly a secret that life at Heritage Community is something special. But of course what makes it so special are our residents, friends and family members. And since people like you know other people like you, we've started the Friends To Neighbors program.

It's simple. Just provide the name and contact information for someone you believe might make a good neighbor; someone who would enjoy and benefit from being a part of our community. If they choose to move here, we'll credit you \$1,000 toward your monthly fee. If you're not a current resident of Heritage Community, we'll put the same \$1,000 credit toward their monthly fee once they've made the move.

When you're ready to share the Future of Our Heritage with someone who will appreciate it fully, please fill out the form below and return it to the sales and marketing team.

PLEASE MAKE MY FRIEND A NEIGHBOR.

YOUR NAME: _____ DATE: _____

- YES.** You may use my name when contacting these individuals.
- NO.** I prefer my name to remain confidential.

REFERRAL NAME(S):

NAME: _____

ADDRESS: _____

CITY/ST/ZIP: _____

PHONE: _____

EMAIL: _____

NAME: _____

ADDRESS: _____

CITY/ST/ZIP: _____

PHONE: _____

EMAIL: _____

NAME: _____

ADDRESS: _____

CITY/ST/ZIP: _____

PHONE: _____

EMAIL: _____

NAME: _____

ADDRESS: _____

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OF KALAMAZOO

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