

OUR LOCATIONS

BLOOMINGTON

952-881-3409

MAPLE GROVE

763-553-0341

NEW BRIGHTON

651-636-1137

ROSEVILLE

651-636-2161

WOODBURY

651-578-0850

PLANNED LOCATIONS

BLOOMINGTON

AT SOUTHTOWN
952-884-6400

MINNEAPOLIS

AT NORTHROP
952-884-6400

MINNETONKA

952-884-6400

ROSEVILLE

AT LANGTON LAKE
651-766-6858

Applewood Pointe News from Around the Orchard

Bloomington

In April, the ladies lunch bunch supported the recently-opened Milano's across the street from the cooperative. The restaurant created a personalized menu for the 31 ladies who swarmed onto the scene in a mass migration. Milano's is the third restaurant in the space so the lunch bunch is doing its part to keep them in business.



Maple Grove

The cooperative is excited to have found a fairly inexpensive way to create a resident photo directory. Carolyn Miller's son has offered to make a directory using a photo website. David will host a few portrait sitting days and include pictures of the building and resident activities. The book will be printed for the library with residents having the option to buy their own copy for \$35.

New Brighton

To display new and vintage quilts, the ladies of the craft room at New Brighton had one of their husbands build a quilt rack. Marcia Weber's vintage quilt was the first to be displayed: a butterfly pattern quilt made in the 1940s or 50s by her grandmother in Nebraska. Marcia used the quilt as a teenager, but has kept it in good condition all these years.



Roseville

Roseville held an open house in April with tremendous help from its Marketing Committee. In addition to a large mailing, the group created a marketing DVD for the event, organized a tour that featured many residents and worked with the finance committee for its help on financial questions.

Woodbury

A curious bird has been making itself known around the co-op at Woodbury! Mary Lindstrom noticed a bird that looked out of place so she took some pictures. Her research found that it is a chuckar, a member of the partridge family that has origins in Eurasia and India! Though not indigenous to Minnesota, this chuckar may have gotten away from a game farm that breeds them for hunting.

A
APPLEWOOD
POINTE
Cooperative Communities

Pointe of View

A QUARTERLY NEWSLETTER FOR RESIDENTS OF THE APPLEWOOD POINTE COMMUNITIES

SPRING 2010

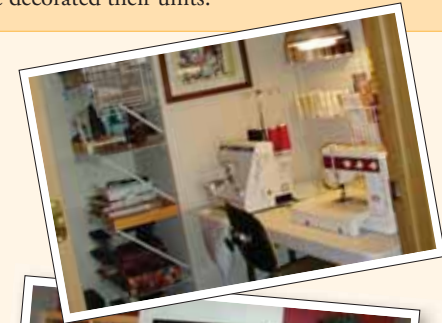
Making your home your own

More residents who have added character and style to their units

Many residents are excited to have a new home and the opportunity to make it their own. As a follow-up to photos we shared in a previous newsletter, a few more residents showcase how they have decorated their units.

Bruce & Bonnie Kline, Bloomington Honeycrisp Unit

Bonnie Kline needed a place for her sewing room when she moved to the Bloomington cooperative. Instead of choosing the den or using the entire spare bedroom, Bonnie made great use of the closet in the second bedroom. Her sewing area includes her sewing machine, surger and an organization system to hold her thread, fabrics and other essentials.



Lorraine Ouellette, New Brighton Golden Braeburn Unit

The fireplace in the middle of Lorraine's living room wall created a niche on each side, creating a perfect area for built-in cabinetry. With permission from the Board of Directors, her son-in-law who is a cabinet maker built bookshelves and cabinets to match the maple fireplace surround and kitchen cabinetry.



Phyllis Garry, Roseville, Gala Unit

Phyllis added a tile backsplash as an easy and economical way to personalize the décor of her home shortly after moving to the Roseville cooperative. She also painted the kitchen a beautiful green to match the center tile and to provide contrast with the white countertop and cabinets.



Pointe of View is a quarterly newsletter for residents of the Applewood Pointe communities. Developed by United Properties, Applewood Pointe is a network of senior cooperative communities offering a top-quality lifestyle exclusively for active adults. We welcome your comments and suggestions for future articles.

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EXCEPTIONAL LIVING FOR INDEPENDENT ACTIVE ADULTS

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What is your favorite rainy day activity? Let's Ask our Residents

Marketing Committee of Woodbury Committee Spotlight



There are enough rainy day activities in our building to keep everyone happy, and even more with volunteer work at Bridging and church to keep us busy. On a real rainy day, with cold winds and puddles everywhere, it's a bonus to drive from our heated garage into the mess. Gone are the days when an umbrella was needed to dash from house to garage!

Mary Sullivan, Bloomington



A rainy day rekindles memories as a child working on the farm at harvest time. Though that was decades ago, I still remember the joy of knowing there would be no work that day. I should have felt some guilt, as rain meant loss of precious hours for the farmer. But at 12, who worries about that. Even more exciting was the thought that the men likely would be going to town for supplies. And I might get to go along. Today, reading a book is my standard way of enjoying a rainy day. But now and then, I love to sit back and recall those days when I would peer hopefully at the darkening clouds.

Russ Tall, New Brighton



On a rainy day it is pleasant to relax and think about the advantages and conveniences of living here. The ducks on the pond can deal with the weather while we watch, read and relax.

Marian Glew, Roseville



With units for sale at Applewood Pointe of Woodbury, the Marketing Committee has been creative and up for the challenge of getting units sold!

Like many of the hard-working committees around Applewood Pointe, the Woodbury Marketing Committee and its great events wouldn't be possible without the hard work and dedication of the entire community!

CREATIVE MARKETING

The committee kicked off 2010 with four open houses in March. Prior to the open houses, they sent out a mass mailing to surrounding zip codes thanks to Ginny Steffes and her help.

The Marketing Committee's next event is an exhibit at a "Baby Boomers and Beyond" fair held at North Heights Lutheran Church in Arden Hills. With as many as 500 people attending, the group is excited for the opportunity to be at the event.

The group will take part in the Woodbury parade again in August. Many residents had fun participating in the event last fall.

The committee will conclude the year with four open houses in the fall.

Applewood Pointe Television Advertising Debut

Applewood Pointe is on the air with advertisements running through the first two weeks of June. The 30-second television ads feature testimonials from our residents and are running exclusively on KARE 11.

We are excited that these ads will to continue to build the Applewood Pointe brand and assist with each community's marketing efforts!

Targeting programs viewed by adults 55 and better, the ads appear during *The Today Show*, *The Doctors*, *KARE 11 News at 4 p.m.*, *KARE Weather Now* and *Jeopardy*, among others. Weekly ad schedules will be posted at each Applewood Pointe.



**APPLEWOOD
POINTE**
of Minneapolis at Northrop

Earlier this year, United Properties began the marketing phase for its first Applewood Pointe cooperative to be located in the City of Minneapolis. We were fortunate to have two site options in the south Minneapolis area. As a result of continued input from people attending monthly information meetings and further discussions with city planning officials, it was determined that the Northrop School site is the most viable.

The site is located on 46th Street, just one block from Minnehaha Creek and Lake Nokomis.

To date, we have secured 40 reservations for this new community. If you would like information for friends, contact our Marketing Office at 952-884-6400. Don't forget the \$500 resident referral incentive when someone you recommend moves in to a new Applewood Pointe cooperative!



Residents from some of the Applewood Pointe communities share their ideas for rainy day activities - find out what your neighbors have to say!

