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**THE HOME FRONT**

***New and Exciting Happenings at Traditions of America!***

***We are excited to introduce our new logo!***

Our new, updated logo expresses the energy in each of our communities and honors our core values of Unparalleled Choice, Caring Customer Service, and the “Live Better” Lifestyle. These values guide every decision we make and form the foundation of every home we build. In the coming weeks and months, we will unveil a fresh website design and new programs designed to enhance our commitment to you. Be on the lookout!



***Our “Try Before You Buy” Guest Home Program is a big success!***



This exciting new program affords you the chance to “test drive” our award winning homes and communities absolutely free with no further obligation! Experience our 5-star clubhouses, exercise in the fitness center or read a book by the pool. Have a massage then relax in the sauna. Meet community residents and hear how they decided to move and why

they chose Tradition of America! Finally, tuck in and spend the night so you can truly appreciate carefree, one-floor living at its best. Current Guest Home locations across Pennsylvania include the Lehigh Valley (Traditions of America at Hanover), State College (Traditions of America at Liberty Hill), and the Pittsburgh Area (Traditions of America at Liberty Hills).



***Penn State adult outreach program chooses***

***Traditions of America at Liberty Hill as a satellite site!***



The Osher Lifelong Learning Institute at Penn State (OLLI) has chosen Traditions of America at Liberty Hill as a satellite site with two exciting course offerings this fall: “Italian Holiday: Rome, Tuscany and Umbria,” at which travel experiences are shared; and “Aging, Saging and Raging,” an interactive inquiry into the aging process. OLLI, which is part of Penn State Outreach, offers courses, trips and social activities for retirees. An advisory committee of Liberty Hill residents will develop courses for every term.

***Live Better***

## MEET YOUR NEIGHBORS!

We are proud to introduce Talbot and Elizabeth (Betty) Houck, a Hanover couple who just celebrated their 40th wedding anniversary in June.

They are originally from the South Jersey shore area, but most recently lived for the last 27 years in the Nazareth, PA area. Talbot went to college at Richard Stockton College of N.J. Betty went to Maryville College in Maryville, TN. Talbot was a banker for 38 years, retiring as Senior Executive Vice President in 2007 from Lafayette Ambassador Bank. Betty was in insurance for 20 years retiring as Corporate Training Manager from Fireman's Fund Insurance in 1997. Since the grandchildren began arriving, we both have become child care specialists!

The Houcks have two children. Their son is a restaurant manager and their daughter is a 5th grade school teacher. They have six grandchildren, five girls and a boy, ranging from 3 to 11 years old. The Houcks are very blessed that they all live in the area and they get to see the grandchildren on a regular basis.



As for hobbies, Talbot enjoys dabbling in investments, reading (especially the spy/thriller genre), playing golf, and he serves on the board of Liberty Lutheran Services. Betty is learning to play the piano, enjoys sewing, painting, and taking long walks. She is also a member of the Book Club at Hanover and enjoys almost any book she reads. The Houcks have been very fortunate to travel to many beautiful places. As part of their 40th anniversary celebration, they are looking forward to a trip to France in September.

The newest Houck is Abby, a lively Border Collie/Lab mix, who was adopted from a rescue shelter. A great walking companion, Abby is now a member of the lady's walking group. Her parlor manners are still being refined.

The Houcks moved into their one-story Hancock home in January of 2009. They love the open concept of the design and having no stairs is a big plus for them. They were fortunate to have a beautiful lot where they enjoy the view from the screened porch. Deciding to move to TOA was a difficult decision for them, but as "empty nesters", the Houcks felt it was time for a change. From the first cocktail reception they attended, they knew "this was the place." It was so easy to get to know people and everyone was friendly. Since that time, they have tried to participate in as much of the activities as possible, everything from group dinners, the bowling league, wine and cheese on Friday nights, billiards, Mah Jongg, book club, the walking group, holiday gatherings, exercise classes, to just meeting and greeting on the street!

## CHECK IT OUT!



*Hanover Homeowners Have More Fun - Summer 2010*

## DID YOU KNOW???

- PA** Pennsylvania's 65-and-older population ranks third in the United States, behind Florida and West Virginia. One in five is 60 or older!
- PA** In ten years, Pennsylvania's 55-59 year old segment is expected to increase by nearly 42%, while the 60-64 year old population will increase by 71%!
- PA** By 2020, Pennsylvania's 60-and-older segment is expected to make up 25 percent of the total population – that's more than 3 million people.

*You're in good company in Pennsylvania!!*

## EMPLOYEE SPOTLIGHT

### Introducing Nanci Knoedler!

I have been a designer with Traditions of America for 8 years. Throughout my career with TOA, I have assisted over 900 homeowners in the Lehigh Valley and Lancaster County with the design of their new homes. The selection process is an integral part of the homeowner's experience. As a result, I spend two months getting to know each homeowner, selecting everything from interior wall changes, flooring materials, cabinetry / countertops, appliances, faucets, lighting, paint colors, and placement of existing furniture. The most time is spent designing their dream kitchen, the heart of the home. The best part of being a designer with TOA is the moment when each homeowner sees their ideas come to fruition. Their house has now become a home!



**Nanci Knoedler**

I graduated from Philadelphia College of Textiles and Science with a Bachelor of Science degree in Interior Design. My first position upon graduating was in San Diego, CA designing model home interiors for new communities throughout the Pacific Coast. From there I transferred to a corporate design team located in Baltimore, MD. While there, I designed corporate space for clients such as T. Rowe Price, Maryland General Hospital, and Goldman Sachs. After five years in Baltimore, I decided to return to the Lehigh Valley where I was introduced to Traditions of America and the Active Adult world. They say all paths lead to home. This was certainly true in my case.

I live in a 230 year old stone farmhouse where my husband, Rick and I spend a lot of our free time renovating and restoring. We have two daughters, Celia (4) and Chloe (3), who enjoy the outdoors as much as we do. We enjoy going on hikes, bike rides, swimming, camping, and laughing.

## LIFESTYLE TIPS

### Virtual Designing

*When it comes to designing a room, sometimes it's hard to envision how a certain fabric will look on the sofa style you've chosen, or how new bedding will look in the guest room that you're ready to paint and accessorize. In this day and age of customizable products, there are websites with tools that let you just about "design your own anything" (from running sneakers, to luggage, to sofas) so you can see what your finished product will actually look like, and eliminate the guess work! Here are just a few sites that are fun to experiment with when it's time to start designing that new room:*

[www.potterybarn.com](http://www.potterybarn.com)

*Here you can design your own bedding ensemble, everything from sheets, duvets, quilts, and pillows, and then see the bed all made up against a backdrop of the wall color of your choice. All at the click of a few buttons!*

[www.broyhill.com](http://www.broyhill.com)

*On the Broyhill website, you can design your own sofa, customizing your sofa style, arm style, pillows, legs, fabric choice, and even the contrasting welt. Mixing and matching fabric choices has never been so easy.*

[www.sherwin-williams.com](http://www.sherwin-williams.com)

*Check out the Color Visualizer tool! Here you can upload your own photo of a room and paint it "virtually" from a palette of over 1,500 colors, designating your wall color, trim color and ceiling color!*