



VILLAGE LIFE



FRIENDLY FACES OF THE SALES TEAM // HEADQUARTERS NOW OPEN
// WESTMAN VILLAGE READS // THE JOURNEY CLUB

• WINTER / SPRING 2019 •



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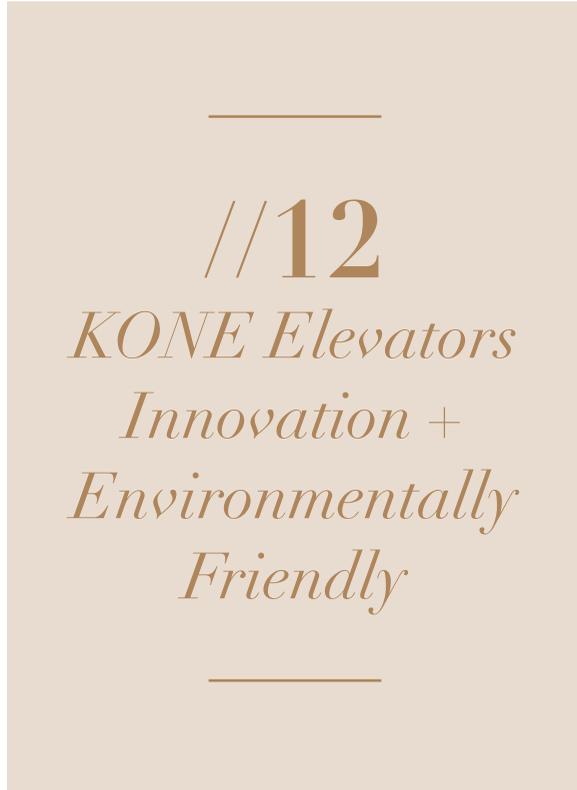


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Jay Westman
Chairman and CEO

DEAR NEIGHBOUR,

Happy New Year to all of our neighbours in the Village. We closed 2018 with a bang celebrating all of the progress made throughout the year including 275 people moving into Westman Village. Welcome! Thank you to all of our construction crew members for their quality craftsmanship and all of the care they put into each home. We rang in 2019 early with our Westman Village family on December 28. What a party, and what a great group of people. It is so heart-warming to see the strong friendships being formed as we imagined they would.

As I had hoped, the lifestyle at Westman Village is coming alive. As I visit the gym in the morning, I see residents starting their day off with some exercise and getting into a new routine... together. Residents of all ages are using the pool and I love seeing children using the waterslide most weekends. Our Friday Night Social is bustling with new and old friends alike and our social calendar is full! HQ will continue to be the place to be in March with a delicious new menu and happy hour and live entertainment. Whatever song you want to hear, just let the musicians

know, our piano bar takes requests. This is your place.

With spring fast approaching, our next objective is to focus on our spectacular landscaping plan including ponds, gazebos and so many beautiful flowers. All of this lush landscaping will serve as a beautiful backdrop for the much-anticipated opening of Chairman's Steakhouse which will be celebrated with exciting special events for Westman Village resident family members and the public. This is going to be the hottest reservation in town and I can't wait to get my name on the list.

Yes, this will be an exciting year. Great food, great entertainment, great friendships and great new housing options including the opening of Calligraphy III with its three stunning penthouses. For me, this is a dream come true... a world-class community offering world-class amenities. 2019 is indeed going to be a great year in the Village.



Live your best life

Explore Westman Village



// Fitness Room



// Pool Room



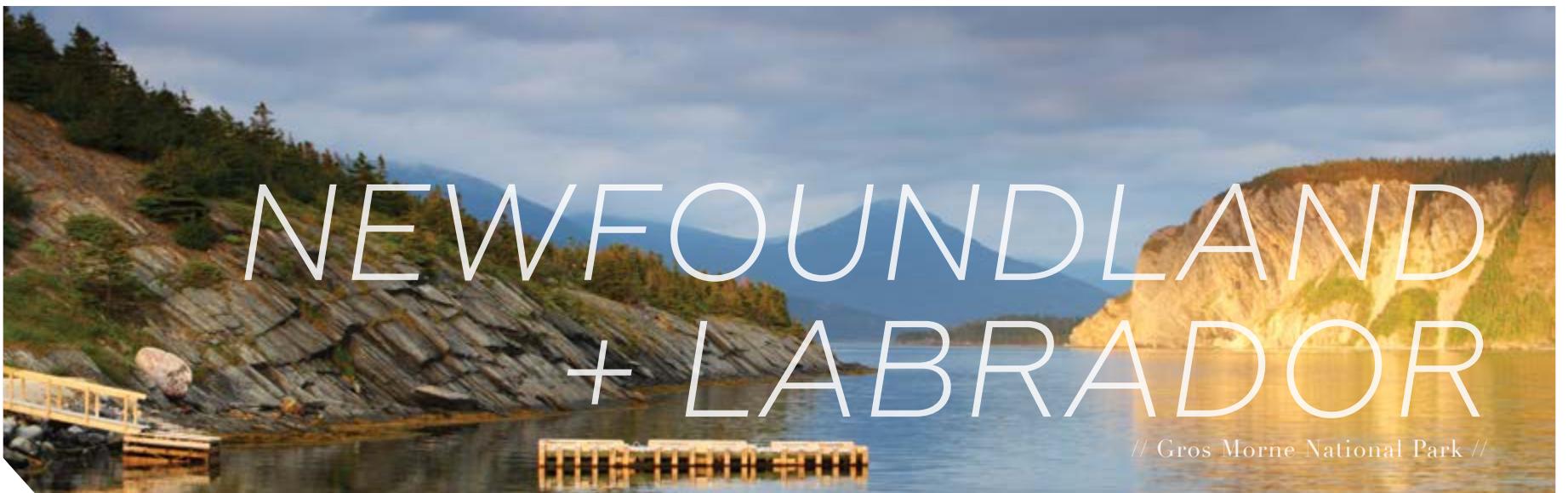
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AFFORDABLE CANADIAN VACATION DESTINATIONS

Winter's grip is here for a few more weeks, so between the cabin fever of being stuck indoors and the temptation of knowing warm weather is just around the corner, you may well be daydreaming of some far off tropical destination to warm your toes and sip cool drinks.

That's completely natural, we all want daiquiris and sunshine, but as you flick through travel deals online and chat with your friends, we'd like to recommend a few hidden gems in the Canadian destination repertoire for your next scenic getaway.





HIDDEN GEMS

YOU CAN SAVE SOME MONEY, SPEND A BIT LONGER RELAXING AND GET TO KNOW THIS VAST AND MASSIVE COUNTRY UP CLOSE AND PERSONAL. JOIN US ON A JOURNEY TO DISCOVER A FEW DIAMONDS IN THE ROUGH FOR YOU TO UNWIND AT THIS SPRING AND SUMMER.

DAWSON CITY, YUKON

It's tempting to write off Canada's northern territories as too remote or wild to warrant visiting. In reality, those places have a lot of personality and interest built into them thanks to their unique combination of striking, relatively untouched wilderness and unique colonial history.

Yukon is off the beaten track, which means a few things; first, their Indigenous population still has opportunity to live their traditional lives off the land, since Yukon is big enough and sparsely populated enough that the wildlife and vegetation is still healthy.

Second, it means that the history of the settlers and gold miners who travelled to Yukon since European colonization is still deeply ingrained into the look, feel and vibe of Dawson City. Attractions for visitors follow the theme of Gold Rush Klondike aesthetic: Diamond Tooth Gertie's Gambling Hall, gold panning and gold mine tours, paddlewheel boats (both functional and ruins) and dog sledding are all on offer.

As always, there is more to any town than its most obvious tourism aesthetic, so history of the local Indigenous people, the Tr'ondëk Hwëch'in, local theatre and awe-inspiring hikes are also options to explore. The bottom line with a town like Dawson City is it is a different, charming and friendly destination far off the beaten path of a typical vacation.

HAIDA GWAI, BRITISH COLUMBIA

You may have visited this archipelago when it was still called the Queen Charlotte Islands. If you did, you can't have forgotten the unique blend of wild, bountiful oceans with rugged West Coast rainforest. This destination is the very definition of off the beaten path, since Haida Gwaii is only accessible by ferry or seaplane, but on arrival it feels like a different world.

These islands have been dubbed "Canada's Galapagos," since a huge and unique variety of wildlife lives there. The physical isolation of the islands means its ecological heritage and its Indigenous history have been far less impacted than mainland locations. Ancient historical sites (over 500 of them, according to the Government of British Columbia) and lush natural experiences (whale breaches and eagle migrations, for example) are always on hand.

The attraction to Haida Gwaii is the serenity and connection with history. Though there are a number of small towns to visit, don't look here for nightlife or parties. Locally crafted art pieces, great coffee in scenic locations and a never ending variety of soothing seaside views are what's on hand in this place. Outdoor activities like ziplining, sailing and caving keep visitors engaged and invigorated, with a perfect counterpoint of rustic ocean cottages for rest and rejuvenation.

GROS MORNE NATIONAL PARK, NEWFOUNDLAND + LABRADOR

This UNESCO World Heritage site is the result of 185 million years of complex continental drift mechanics. Gros Morne has multiple continental plates colliding, which means the bedrock and mountain formations are very different from the rest of Newfoundland and Labrador. A huge variety of rock and crystals in a small location means a striking variety of landscapes, soils, plant life and geography.

In one part of the park, called the Tablelands, its particular bedrock results in a soil devoid of plant sustaining nutrients. For this reason, it is more like a vast desert than the usual boreal landscape of the rest of the province. Other parts of Gros Morne look like Norwegian fjords with sheer rock faces stretching hundreds of meters tall and the tallest waterfall in eastern North America. Gros Morne mountain is the second tallest in the province and allows views of the entire scope of vistas available in the park.

Gros Morne is a destination for the outdoor-oriented Canadian traveller. There are a few cultural experiences like comedy nights and poetry readings in Woody Point, but it's safest to consider these as worthwhile side ventures on restful nights, rather than the main attraction. Gros Morne is all about embracing the depths of the stunning range of geography and landscapes that Canada has to offer.



Say Hello to the SALES TEAM

WHO ARE THESE TALENTED INDIVIDUALS HELPING MATCH INTERESTED FAMILIES WITH THEIR PERFECT HOME? LET'S MEET THESE FRIENDLY FACES!



CORILEE KERYLUK
SALES ASSOCIATE

Corilee's background is comprised of 30 years in sales, client relations, project management and interior design – a perfect Westman Village combo. Funny enough, she started her Jayman journey as a Jayman home owner over 30 years ago. She was so impressed that she started working with Jayman in 1991.

Corilee's role is early in the sales process. Once people have been greeted at the front desk, she will lead people on the tour of the Village Centre and its impressive suite of amenities. Once they begin their purchase journey, she will guide them through the whole process right up to possession.

"Jayman is a very innovative and forward thinking company. The result is a wonderful community that encourages people to learn new things and stay engaged, as opposed to a community that stops at people's four walls."



CHRISTY SHAUGHNESSY
SALES ASSOCIATE

Prior to starting with Westman Village two years ago, Christy was in a management position at GoodLife Fitness. Despite the fun, dynamic environment, she felt the drive to get back into sales. Not only does working at Westman Village get her involved in a unique legacy project, to her it is an honour to be involved in a project with so many opportunities to learn, evolve and develop along with the community itself.

"What I enjoy most, is learning about people and why they're here, whether they're downsizing and simplifying or if they're excited first time homebuyers. Getting to know the different clientele is part of what I love. It's not about making the sale, it's about welcoming people into a community and making people happy and comfortable here."



COURTNEY NORDLUND
SALES AMBASSADOR

Courtney Nordlund was born in Calgary and has been with Jayman BUILT since 2003. In fact, she is a second generation Jayman employee, as her father worked with Jayman for 34 years. Jayman is in her blood!

As a Sales Ambassador, Courtney's role is to support the sales team and the sales process as much as possible, whether on the floor with a new sale, talking to a resident or completing paperwork. As someone who has worked in multiple Jayman divisions, including warranty and service, marketing, construction and sales, Courtney has a variety of nuanced company knowledge to think on her feet and provide answers to the questions she'll face in the sales process.

"When the opportunity came to go to Westman Village, I couldn't think of anywhere else to be – it's about more than just homes, it's about the community and the family, we just also happen to sell nice homes."



SANDY PERRON
AREA SALES MANAGER

Sandy Perron is mentor and leader to the Westman Village sales team, and is responsible for maintaining the team's balance of social connection with robust, detailed product knowledge.

Sandy has been with Jayman BUILT for 16 years and in the multi-family division since 2008. Her work history taught her customer service at a high level as a sales coordinator in both manufacturing and airline industries. To her, Jayman's customer service and sales training stand out from the crowd, which contributed deeply to the attraction she felt to work at Westman Village. "It was an honour to be asked to be part of Jay Westman's legacy community. I was so excited to be part of a community that's never been built before," Sandy explains.



JENNIFER UNDERWOOD
SALES AMBASSADOR

Jennifer Underwood is one of the newest members of the sales team, just a few months into the job, but has been in the Jayman BUILT family since 2006. She's a customer facing sales specialist, and has been in roles in all of Jayman's divisions selling single family, multi-family, and luxury homes.

"This is totally different than any new home sales I've ever done before. I'm generally the initial point of contact for customers, which is good for me because I've been in customer service for years. As a spa manager for five years, resort style living was a perfect fit here because of that training."

Jennifer completed her real estate license, and is honoured and excited to be involved in the Westman Village project. Fun fact about Jennifer; her and her husband were the first people to put a hold on a unit!



BRITTNEY MACK
SALES AMBASSADOR

Brittney joined the Westman Village sales team a year ago, for her first position in the new home industry. Like so many other members of her team, there is a family connection at the heart of her connection to Jayman BUILT. A relative of hers had an overwhelmingly positive customer experience while purchasing a new home which left a lasting impression that influenced her decision to take the plunge.

Brittney's experience at Starbucks gave her exposure to world class customer service practices, which she has further refined at Westman Village, learning to engage individuals on a warm, friendly level and spending time getting to know them.

"[As Sales Ambassadors] we do a bit of everything. We see people through the entire sales process and even after the sales process, you can see us helping out at the front desk greeting people when they come in, or conducting tours for people coming in."



SARAH JOSEPH
ADMINISTRATOR

Sarah is another dedicated Jayman BUILT family member, with 11 years of administrative and support experience starting at the StyleMagic™ design centre. Four months ago she brought her attention to detail and solid logistical know how to the growing team at Westman Village.

Between her customer focused design centre experience and time living and working in Florida at the Westin Fort Lauderdale, she has a Westman-ready skill set, balancing style, design and refined customer facing interactions.

Residents are most likely to work with Sarah on the back end for organization and details of the sales process and possession paperwork. They can count on her to keep logistics covered and the administrative wheels greased so the sales machine can run smoothly for the entire community.

Meet your best life



Headquarters

RESTAURANT

THE MODUS OPERANDI IS SIMPLE AND FAMILIAR: BRING PEOPLE TOGETHER THROUGH FOOD. JUST LIKE WESTMAN VILLAGE ITSELF, HQ IS FOCUSED ON APPEALING TO A LARGE GROUP WITH HIGH QUALITY OFFERINGS. THOUGH EASIER SAID THAN DONE, A FOCUS ON QUALITY INGREDIENTS AND AN INTIMATE ATMOSPHERE HAS GIVEN HEADQUARTERS AND ITS STAFF THE BASELINE APPEAL AND CUSTOMER BASE TO KEEP TAKING OFF.

Home cooked, stick to your belly favourites like short ribs, lamb shank and a Yorkshire Clubhouse have become dinner favourites, and with that cue towards universal appeal, Jeremy and the HQ team are re-jigging the menu towards an even more casual roster of warm, filling meals.

"The pricing here is quite reasonable compared to other restaurants of its style, so it's a very accessible locale for a diverse range of clientele, just like Westman Village itself. We pride ourselves on having a little something for everyone." Jeremy and his team, a few months in, seem to have their process and priorities dialled in: make it good, and make it for everyone.





TO TAKE THE PULSE OF THE DESIGN WORLD'S CURRENT STATE OF AFFAIRS, STYLEMAGIC'S OWN TRICHA HAMSTRA TOOK SOME TIME TO TALK THROUGH HOME STYLING IDEAS AHEAD OF A NEW YEAR, JUST IN TIME FOR SPRING CLEANING.



Tricha Hamstra
Stylemagic™



In the never ending cycle of style and trends of the home design industry, the team at Jayman BUILT's StyleMagic™ centre are a constant asset to new and established home buyers alike. The industry leading design centre's role is to provide families with the perfect blend of new, dynamic style products while providing fresh takes on classic conventional home decor.

“...declutter and go minimal to refresh for the year...”

Q: SO TRICHA, WHAT'S HAPPENING AROUND THE STYLEMAGIC™ CENTRE THESE DAYS? WHAT TRENDS OR PATTERNS HAVE YOU BEEN SEEING ON THE JOB THE LAST WHILE?

Tricha: Seasonally, early winter is kind of a refresh like spring, so it's natural to want to declutter and go minimal to refresh for the year and tone down the excess clutter.

Q: HOW CAN PEOPLE START FRESH AND REALLY SPEAK TO THEIR OWN PERSONAL SENSE OF STYLE?

Tricha: People are liking a more organic and natural feel to things, so more textured fabrics, more natural art work. Focus on the key pieces that really mean a lot to you emotionally, accented by lighter, more simple palettes and neutrals. A good rule

of thumb is to have staple pieces, like an heirloom you have or a couch you love that gets reupholstered but then you add in seasonal colours.

Q: IT SOUNDS LIKE PEOPLE HAVE BEEN FOCUSING ON MORE ECLECTIC, PERSONAL STYLE CHOICES, THEN, AS OPPOSED TO CHOOSING MATCHING SETS FOR PERFECTLY COORDINATED ROOMS. WOULD YOU AGREE WITH THAT?

Tricha: Absolutely. Don't get rid of those unique and eclectic things that speak to you. Those things will bring you joy to see them hung in your living room and complementing the rest of your home, it'll make you happy and bring back memories and bring a smile to your face. Decor doesn't have to be matchy-matchy, it doesn't have to be "a set" anymore, which has been a big break away in the past few years. Not everything has to be perfect, it can be fun and play off of one another rather than being a perfectly coordinated set that came in a catalog

Q: HAVE YOU SEEN AN EXAMPLE WHERE A HOMEOWNER USED A QUIRKIER, LESS CONVENTIONAL PIECE TO GIVE THEIR HOME SOME UNIQUE CHARM?

Tricha: A customer was emailing me photos after she made her selections from StyleMagic™, and she was asking me about this really neat pineapple chandelier that she had, and was curious if it would stick out too much or if it actually matched. I told her not to doubt that piece, because that's not the kind of thing you see everyday, and it'll give her house a personality and make it feel like a home.

Enjoy your best life



New 2019 Show Suites

Behind the scenes of Jayman BUILT is a miniature universe of hardworking individuals, crafting the next generation of homes and the process for families to choose and inhabit their perfect home. Among the critical constellations in that universe is the team Bruce Harvey leads: show home design.

This aspect of the sales and development process is easy enough to overlook, but a show home or, in the case of Westman Village, show suite, is the critical symbol of everything a particular development stands for. A show home needs to show a broad and useful sampling of various permutations of home design for different families with different needs and budgets. In short, show suites have to service as many different demographics of customer as possible, with a minimum number of locations.

Q: SO BRUCE, WHEN YOU AND THE MERCHANDISING \SHOWHOMES TEAM START CRAFTING SHOW HOMES, WHAT IS THE PROCESS? WHAT QUESTIONS DO YOU FIND YOURSELVES ASKING?

Bruce: We ask the questions of how would we want to live comfortably in the spaces we design. We are always trying to portray an aspirational lifestyle that is warm and inviting. Our show suites always utilize texture and pattern to convey an inviting feeling.

Q: IN THE CASE OF A PROJECT AS AMBITIOUS AS WESTMAN VILLAGE, WHAT WAS UNIQUE ABOUT THAT DEVELOPMENT PROCESS?

Bruce: The sheer volume! The amount of show suites in the Westman Village development is unheard of in any other multi-family project. This enables us to demonstrate many different lifestyles at a number of price points. We also wanted to demonstrate a carefree "resort" style of living in our designs. Nothing is too fussy or uptight and there should be a design style that resonates with most individuals in all of the different show suites.

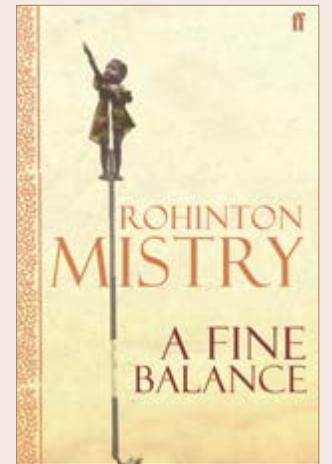
Q: AS A RELATIVE VETERAN OF THE HOMEBUILDING INDUSTRY, HOW DO YOU SEE A PROJECT LIKE WESTMAN VILLAGE RESONATING OVER TIME? IS THIS PROJECT A ONE-OFF OR THE START OF A NEW TREND IN COMMUNITY DESIGN?

Bruce: I feel that this way of living is definitely the future. With technology, people are getting busier and won't have time to run around. With everything under one roof and the idea of being taken care of, I feel that this way of living will be a popular one in the near future.

WESTMAN VILLAGE READS

A FINE BALANCE

It's still winter, so as cabin fever sets in here in the Great White North it's natural to dream of faraway lands full of



tropical delights. Rohinton Mistry's *A Fine Balance* fills part of that desire for exotic, unfamiliar environments, but adds on layers of ambiguity, complexity and gritty, unflinching images of India. This book won the Giller Prize in 1995 and officially took the world by storm when Oprah included it on her book list shortly after, so habitual readers may remember this book fondly already. If you are one of those, consider this a gentle reminder to pick it back up and have another look.

For the unfamiliar, *A Fine Balance* is set in an unnamed Indian city in the 1970s, and later in the 80s, where four main characters, Ishvar, Omprakash, Dina and Maneck, struggle to find their footing in India's repressive caste hierarchy system. The locale is unfamiliar in look and feel to the typical North American reader, so some elements of the setting may be shocking to North Americans.

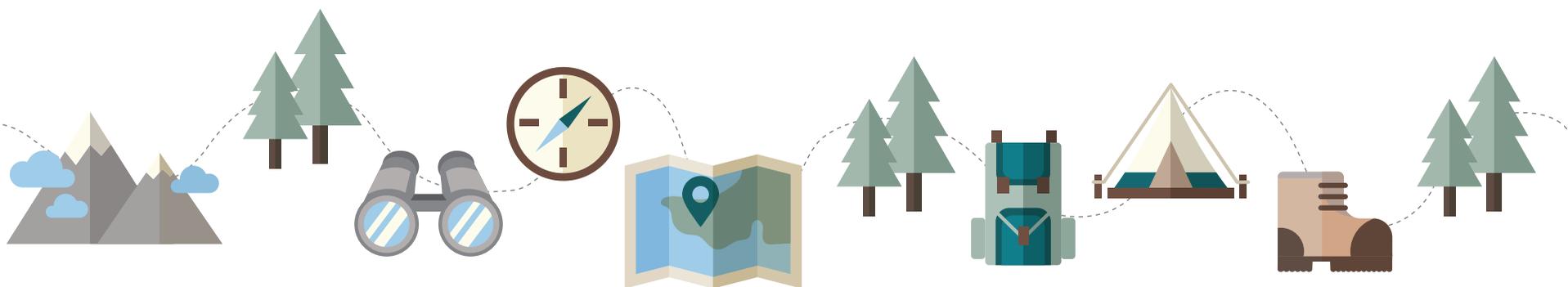
Much of the book occurs during a period of great political tumult in India, called The Emergency. For 21 months from 1975 to 1977, Prime Minister Indira Gandhi declared a state of emergency to control "internal disturbance[s]," which ultimately allowed her to rule by decree, effectively as a dictator or monarch. Grievous human rights violations are reported about this time period, from standard issue muzzling of free press and restriction of civil liberties, to far more sinister programs like a forced mass sterilization campaign.

With this political backdrop, and a cast of characters and situations including a Beggar Master who functions as a kind of pimp for crippled and deformed beggars, some gruesome injuries, gross poverty, and vermin infested lodging, it would be easy to write off *A Fine Balance* as a depressing political statement rejecting the tyrannies of the Gandhi's political rule.

Yet the novel is defined by its title, because for all of the ugliness it contains, there is indeed a fine balance struck by the good, hopeful and inspirational. The world the four main characters inhabit is complex, but despite the troubles they travel through together, they are fully realized, complex, engaged human beings who care for each other and do what they think is best. The love and connection that Om, Maneck, Dina and Ishvar share despite the tragedies they face, is the strongest testament to things that are positive in the world. By focusing on the lives of people during a trying time in a complex and dangerous place, their goodness is amplified enough to balance out the chaos reigning around them.



Wintry Wonders



2018-19 has been a funny winter for weather, without question, but the post-Christmas pre-springtime winter has shown some return to normalcy, snow boots and all. Now that the snow is falling, it's a perfect time to take a short trip to the mountain paradise next door to our fair prairie city and take in the Kananaskis and the Canadian Rockies for fun, casual day trips. So let's head West and see what turns up, shall we?

WEST BRAGG CREEK TRAILHEAD

This network of trails is maintained and funded directly by the community surrounding it. Outdoor enthusiasts have cleared and groomed trails into a winding, climbing and invigorating collection of paths for a wide variety of skill levels and activities, and it's even free to access (though we're sure they would love some charitable donations for support). A busy day at the West Bragg Creek trailhead will see families unloading cross country skis, snowshoes, fat bikes, hiking boots and their intrepid doggos (and even a few horses) to take on the 152 km of trail.

The trails are well marked so people can change plans and routes as their day moves on and energy levels shift. Though weekends can sometimes feel a bit hectic in the more crowded common and crossroad areas, with so much real estate to cover, it doesn't take much time to separate and find some space to take in the majestic foothills.

PETER LOUGHEED PROVINCIAL PARK

With your first stop in Bragg Creek out of the way, your next major stop for beautiful winterscapes is Peter Lougheed Provincial Park, down the highway 40 at the Stoney Nakoda Casino turnoff. As any Albertan knows, that small stretch of highway from the TransCanada down to Interlakes is loaded with gorgeous, accessible gems of mountain experience. For now, let's talk two gorgeous, moderately challenging spots to throw on the hiking boots and traverse some snow in.

First stop down the highway is a hidden gem at the base of Nakiska. If you turn at the Kananaskis Village road and pass the exit into the Village itself, you will see a bridge right before you start heading up the mountain to Nakiska. At that bridge, turn right into a parking lot, which will allow you access to the Troll Falls trail.

Now, Troll Falls itself isn't a terribly exciting hike. It is about 20-30 minutes of easy,

rolling path through a tree grove and up a mild hill to a cute waterfall—Troll Falls itself. Where the fun really starts is if you're feeling adventurous enough to follow the cliff face to the left of the falls. If you make one reasonable scramble to the top of the ridge, you can work your way back to where the stream falls off of the ridge, and follow that stream up the mountain as far as you can.

At the far end of highway 40 is a more predictable mountain path with an incredible view at the top. Rawson Lake is a single, steady climbing path from Interlakes at the end of the highway, up to a lake and ridge sat at the top of a mountain. It is some 45-60 minutes to make the full ascent, and the trail itself is clear and well travelled, so there is minimal risk for less experienced hikers.

The top of this trail opens into a huge open space, a meadow during summertime, with a stark mountain ridge encircling and a mountainside scramble to get even higher for a better view. Winter conditions probably won't allow such adventurous scrambling, but the peace and serenity of an isolated mountain lake is hard to match for awe and wonder.

Live your best life



Dr. Jan Jaffer

AS WESTMAN VILLAGE FLOURISHES INTO A FULLY APPOINTED COMMUNITY TO MEET MOST EVERY PERSONAL NEED FOR ITS FAMILIES, PRACTICAL SERVICES LIKE PHARMACIES, MEDICAL AND DENTAL CLINICS BECOME A CRITICAL REALITY.



Dr. Jan Jaffer
Dentist - CEO TREC Dental



ENTER DR. JAN JAFFER AND THE CLINIC HE IS HELPING TO START UP IN WESTMAN VILLAGE TO SERVE BOTH THE VILLAGE ITSELF AND THE GREATER MAHOGANY AND SOUTH EAST REGION BEYOND.

The progressive dentists in the TREC Dental group have set up several high quality practices in the Calgary area. From the very start there will be a partner dentist who is very capable and committed to providing the highest level of care while being supported by a team of dedicated assistants and hygienists. Our residents will have easy access to a modern, beautifully appointed and very high tech clinic whose service is based on community values and having

highly informed patients who understand their treatment options and costs.

“One of the great things about all our clinics is that we follow the 2019 Alberta Dental Fee Guide which not a lot of clinics in Calgary currently do. As a result, our patients find there is a lot of transparency in all our transactions. Our patients never leave our clinic without a clear understanding of what they’ve spent their money on.”

That type of transparency is critical to the team that Dr. Jaffer is putting together for the Village Clinic. For this team, empowered decision making and genuine connection with patients is the secret ingredient to a loyal and healthy client base.

“We truly believe that the way we interact with the patient is different than what people may have been accustomed to in the past. People trust dentists, but they don’t necessarily love being in the dental office. We want to create an environment where you build a friendly relationship with your dentist, and it becomes a pleasant experience to come to a clinic where you make friends with the team because we’re all part of the same community. We want to make sure patients are comfortable asking questions and making informed decisions. Building this trust with our patients is crucial to our client service credo.”

“We tell our patients that we are here to educate them and tell them what they need,

but it’s finally their decision as to what’s best for them. We want to present the information and ultimately allow people to decide for themselves because they’ll be happier with the results in the end if they feel they have control over their own health decisions.”

Mahogany Village Dental will be directly connected to the Village Centre, so it will be a critical hub for patients of all ages and lifestyles. Dr. Jaffer and the TREC team are committed to giving back to the community both locally and globally. Locally we provide free dental service on the Alex bus in downtown Calgary, helping at the women’s shelter, the food bank, Mustard Seed Ministry and operating the free dental CUPS Clinic downtown.

We send people around the world to provide free dentistry for people in need. Our teams fly to Guatemala, Tibet, Peru and Honduras to care for locals free of charge through groups called “Kindness In Action” and “Dentistry for All.”

“Community service is a big focus for us. Helping people locally and internationally is something we’re very proud of doing. Closer to home giving back to the communities we operate in through support of soccer teams and local charities is a huge part of who we are.” Come and be part of our family of caring dental professionals.

“One of the great things about all our clinics is that we follow the 2019 Alberta Dental Fee Guide”.



PARTNER: KONE ELEVATORS



“No detail goes unexamined in Westman Village, as anyone who has experienced it can attest to.”

AS A LEGACY PROJECT, EVERY ASPECT OF THE VILLAGE’S DEVELOPMENT WILL IMPACT ITS RESIDENTS, SINCE THE INTENTION IS TO HAVE FAMILIES STAY CONNECTED TO THE PLACE FOR A LONG TIME.

A perfect example of a detail that may go unnoticed is a building’s elevator. Ultimately, an elevator is a practical tool to get from point A to point B, and generally goes unnoticed and taken for granted – until it breaks down. Then, the routines and lives of anyone who depends on that elevator can be seriously disrupted.

Enter KONE (pronounced ko-nay). They have been refining elevators for community developers around the world

for more than a century, and that global expertise means their products are the pinnacle of proactive and efficient transportation. To talk over KONE’s unique approach to an under considered element of development, Westman Village Life got in touch with KONE’s Calgary area branch manager, Andrew Cross.

“When you think about elevators you just think of a box that moves up and down in a big shaft, you don’t think about the technology and the innovations there,” explains Cross. “KONE is the only elevator company to be recognized by Forbes as one of the 100 most innovative companies in the world. Our elevators are all electric, cabled and completely environmentally friendly due to exceptionally low energy usage.”

Innovation and environmental friendliness are foundational to the Westman Village ethos, so it seems this relationship was perfectly matched from the start.

“We found out about Westman Village through our existing customers. We didn’t first understand the size, but we understood the concept and the fact that Westman Village wanted to be innovative, and they wanted to be green, it really felt like there were a lot of parallels with what KONE does. We value partnerships as much as they do because we’ve been working with neighbouring developers for several years, and when we found out about the opportunity we really tried hard to get involved.”

Once things got moving, there was real potential, particularly when Andrew and his team started sharing one of KONE’s

most critical logistical assets. “One of the things when we started working with Jayman for Westman Village, was we started talking about our relationship with IBM Watson. KONE has introduced 24\7 Connected Services, where we will have all elevators in the Village talking to the cloud online on an ongoing basis. IBM Watson will help us identify trends or algorithms in the elevators so we’ll know a potential breakdown before it occurs. Residents will have the peace of mind of knowing that we are monitoring the elevators 24\7. We’ll know the patterns and will have predictive maintenance to prevent elevator downtime. They won’t be sitting on a Friday afternoon trying to get up to their suite, and we will be able to schedule maintenance at a convenient time for the community.”

That type of predictive efficiency is paired with an industry leading vision for energy efficiency in the elevators KONE install. They were the first company in the world to achieve the best A-class energy efficiency in their industry standard. They achieved this standard by utilizing every possible method of energy reduction, from LED lighting to a patented hoisting technology to lift the elevator’s weight more efficiently. Their maintenance vehicle fleet is even green friendly, both by using emissions-minimal green vehicles and by minimizing unnecessary technician visits with their algorithm predictive technology.

Enrich your best life



THE
JOURNEY
CLUB

Different interests, generations, lifestyles and activities bond people into a wide, diverse mosaic of experience and wisdom, and the gathering of individuals into the various intimate and dynamic spaces in the Village Centre allows for all kinds of interactions.





ONE OF WESTMAN VILLAGE'S MOST IMPORTANT PRIORITIES IS **on full spectrum community living.**

INCLUSION OF AN OLDER GENERATION OF RESIDENTS IS AN OPPORTUNITY THAT'S BECOME MORE AND MORE UNCOMMON IN NORTH AMERICA.

Westman Village is different, in that we include our senior family members right in the heart of the action. Journey Club has immediate access to the Village Centre and HQ, which is a big part of what makes it different. Adrienne Wedding and Felicia Ford are two of the critical team members at Journey Club, introducing prospective families to the idea of moving in. That community integration plays a big part in their tours and information sessions.

"A lot of people are looking for that traditional retirement home, and this is a completely different concept with the intergenerational side of things, the retail space and the walkability," explains Felicia. "Other retirement communities are often just the building itself and not connected to a greater community."

Adrienne Wedding's background includes an MA in gerontology, so she knows first hand the value of such a different, unique offering with huge varieties in lifestyle and activity choices. "There's a lot to see in Westman Village; we don't rush the process and we really get to know our families and prospective residents and what's important to them. Part of it is navigating the process of downsizing and the lifestyle change, and what appeals most to each person."

So when people take a look at Journey Club and Westman Village, how is it received? Felicia: "One of the things people say while touring the suite is 'wow it feels like a home', which makes it an easier transition. Our suites have full kitchens and are well laid out. Additionally, with our Village Centre and Recreation team, our residents can continue doing things they've always done, but also have the opportunity try new activities and learn new skills. If someone wants to try ceramics or painting, or learn about fine wines and spirits, they can take advantage of the facilities here and try something they've never done before."

"Westman Village is different, in that we include our senior family members right in the heart of the action."

That kind of excitement and novelty is critical for people in their later stages of life, so Adrienne and Felicia have seen great results in people who take the plunge and get involved in Westman Village. "For a lot of people that reach a certain age they never imagined they'd be part of something so unique and visionary, but here at the

Journey Club and as part of Westman Village, they have an opportunity to be a part of something new and different. This community is new and we've been able to watch it grow, which is exciting, and is very different from most seniors' communities. Those places can be fun, but they can sometimes feel like the end of the road, whereas here there are so many possibilities. With other seniors homes, people are just mixing with people in the same building as you, but here at Westman Village you can go out into the Village Centre and be part of the greater community. People can go to the main street to the shops when they're complete, and run into other residents, so the potential for new connections is there, and it's still close to home."

That dynamic doesn't just benefit Journey Club residents. Indeed, many families in the Village have two or three generations living in different wings of the community, so younger people benefit hugely from having their older family members around, and the wisdom those individuals share is benefit to anyone in the Village, young and old.

"There is great value for both the seniors and the younger generations with opportunities for wisdom-sharing, learning and friendship. We've done a lot of work around creating value for all residents and constantly getting feedback to make sure people get what they want. It's a new concept, and there can be some trepidation but it is definitely worth jumping into."



VILLAGE LIFE

WE DON'T LIVE DIVIDED – WE LIVE TOGETHER. AND LIFE DOESN'T HAPPEN BEHIND CLOSED DOORS. // WE WANT TO FORGET ABOUT DIVISIONS AND START TALKING ABOUT UNITY. AND ABOUT COMMUNITY. ABOUT WHAT HAPPENS WHEN WE OPEN OUR DOORS AND LOOK AROUND. // WHEN PROXIMITY MAKES ALL THINGS POSSIBLE AND A REVOLUTIONARY MIX OF PRODUCTS ALLOWS YOUTH TO MINGLE WITH EXPERIENCE, INDIVIDUALITY TO HARMONIZE WITH FAMILY AND DISCOVERY TO FUSE WITH TRADITION. IN A PLACE WHERE HAND-SELECTED RETAIL SUPPORTS THE COMMUNITY AND EXTRAORDINARY AMENITIES KEEP IT MOVING FORWARD, ALWAYS OFFERING MORE. // WESTMAN VILLAGE IS ABOUT GETTING MORE OUT YOUR DOOR. BECAUSE WHEN YOU HAVE MORE, YOU CAN BE MORE. MORE INSPIRED, MORE PASSIONATE, MORE PRODUCTIVE, MORE ALIVE AND MORE CONNECTED TO WHAT MATTERS. THEY SAY IT TAKES A VILLAGE. AND WE COULDN'T AGREE MORE.

IT TAKES A VILLAGE TO RAISE A COMMUNITY.

Discover how to live your best life at Westman Village's resort-style community.

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