



HIGHLIGHTS

March 2008 Newsletter

CENTRAL KENTUCKY'S WATER SOLUTIONS COMPANY FOR MORE THAN 25 YEARS

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FROM THE PRESIDENT'S DESK

EXTRA DELIVERIES

When it comes to water route deliveries there is only one perfect month left in 2008. By perfect we mean a month with only one visit to each route.

To explain:

Most months of the year because they are more than 28 days, will have more than one visit to a given stop on a route. April for example, starts and ends with the same two route days. The lone remaining exception in 2008 is November, as the calendar shows it has four very nice and neat weeks of water delivery routes tucked into its 30 days.

The reason for bringing this up is to try and help our customers understand why we bill them for two deliveries in some months. The simple answer is that every month we go to one, or two, or three route stops more than once. It goes on

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Building Community Spirit

Supporting worthwhile organizations across Central Kentucky is an important aspect of Highbridge's determination to be a good neighbor. We believe that doing so underscores a commitment to enhance the community of which we are a proud part. In a larger sense, our alliance with the Kentucky Proud program makes this point by encouraging everyone to support Kentucky agriculture in its many facets.

Perhaps less well known to our broad customer base are our efforts to further the well-being and good intentions of numerous local organizations whose missions benefit many citizens in towns scattered across the areas we serve. Mostly, we provide in-kind donations. Highbridge Spring Water may be found often in the "mix" at fund-raising events, charity galas, and sporting affairs.

In some instances, we offer key support. For instance, Highbridge is the Marquee Sponsor for the musical Troubadour Concert Series whose many performances throughout the year take place at the Kentucky Theater in downtown Lexington. (See the announcement on the back page of a current ticket giveaway for a coming concert in this venerable series). Last year, we became a founding sponsor of the UBS Chamber Music Festival of Lexington, a highly-acclaimed and successful cultural event held in August at the Fasig-Tipton Pavilion.

While in a sense we are hesitant to pat ourselves on the back, we are proud of our community spirit. Among the many local organizations we support are the Girl Scouts, KET-TV Telethon, Shriners Hospital for Children, Nest Center for Women, Lexington Philharmonic, Kentucky Junior Miss Pageant, and dozens more fine outfits.

We thought you might like to know.

Highbridge Distributors

If you would like Highbridge water delivered to your home or business in these areas, feel free to contact the Highbridge distributor nearest to you.

D & R Vending (Frankfort): 502.226.4666

Danville Bottled Water: 859.238.4134

Hamilton Beverages (Morehead): 606.780.7135

Richmond Distributing: 859.623.4700

CUSTOMER FOCUS: The Early Days

Twenty five years ago when Highbridge was just getting started it was a family operation. The “girls and Dad” would fill the bottles – back then it was only gallon jugs, nothing else – load the pickup truck and a couple of the girls would take the truck to Lexington with the instructions, “Don’t come back until you’ve sold all that water.”

At that time bottled water was unknown in Kentucky. There was a distilled product on the shelves of some stores for use in steam irons, but no stores were selling bottled drinking water. It took a brave store manager to put it on the shelf and certainly no one had home delivery back then so the stores were the only “big” customers

In the early days Highbridge and especially the girls making the run into Lexington knew there were certain stores they could count on to take some of their drinking water. The funny thing is that we count several of those stores among our customers even today. For example Kroger stores and Good Foods Coop have been customers since day one – and they still are today. The girls always knew they could count on Leonard and John Fitch at Fitch’s IGA in Wilmore to take “whatever was left on the pickup truck” when they were headed back to the cave from Lexington. Fitch’s IGA is still a good customer today. Laurel Grocery has been one of Highbridge’s strongest supporters for the full 25 year history of the company.

Over time the business grew to the point where today we count several thousand Kentuckians among our customers – homes, businesses and stores alike. But somehow it’s neat to know that some of those from the early days are still with us today.

Highbridge is Kentucky Proud and Proud of Kentucky as well.



FROM THE PRESIDENT’S DESK

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like this throughout the year – except in November this year.

Some of our customers think we are double billing them - and we are - but only if we deliver twice. It happens almost every month but it doesn’t happen to the same route stop or to the same customers every month – thank goodness.

So please remember if you don’t need water in a month where you have a second delivery, just leave a note for your driver and he can skip you on that day or leave just a bottle or two if you like.

Another factoid uncovered by my twelve year old daughter, who is working on a project for school:

- Today males between 12 and 29 years of age drink an average of 2.5 twelve ounce servings of soda every day, females average 1.7 twelve ounce servings each day.

More from time to time.

Regards,

Linda Slagel

GREAT CONCERT COMING

TO THE KENTUCKY THEATER! Tuesday, April 1, 2008

HIGHBRIDGE SPRING WATER

and the all volunteer, community-run
TROUBADOUR CONCERT SERIES presents:

ABIGAIL WASHBURN WITH THE SPARROW QUARTET

featuring Béla Fleck, Ben Sollee & Casey Driessen
Genre-bending Acoustic Roots Ensemble

Tickets: \$18.50/\$22.50 Gold Circle,
plus tax and service charge

Kentucky Theater 859-231-7924 after 4PM

Door 6:30 P.M., Music 7:00 P.M. |

The Troubadour Concert Series is proud to present the Sparrow Quartet, a gathering of banjo player/vocalist Abigail Washburn, Lexington hometown musician cellist Ben Sollee, fiddler Casey Driessen, and banjo virtuoso Béla Fleck. The Sparrow Quartet explores a mixture of old-time, folk, and bluegrass numbers, as well as intriguing original compositions.

ATTENTION: WIN FREE TICKETS

Some lucky Highbridge Customer will win a set of 4 tickets to this fabulous concert. To enter, e-mail your name and account number by March 16 to info@highbridgesprings.com. We will have a random drawing and notify the winner via e-mail.