



# HIGHLIGHTS

May 2008 Newsletter

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

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## FROM THE PRESIDENT'S DESK

Back in the February newsletter we published our resolutions for the New Year and among them was the mention of being a good and green corporate citizen by continuing our efforts on recycling. As you can imagine being in the bottled water business we don't take that resolution lightly. (Please see the accompanying article in this newsletter). We recycle everything we can, including bottles, cardboard and paper. We don't miss an opportunity to recycle.

We also research the subject more deeply than most and we have found some interesting information on the topic. Here are some myths about recycling we have gathered from various websites:

### Myth #1:

*Recycled products are hard to find*

This used to be true, but no longer. Stores now sell thousands of products made from or packaged in recycled content materials.

*(continued on back)*

## May I Have a Bottle of Water Please?

IT seems that every so often—perhaps because of the growing interest we all have in furthering a “green” lifestyle—a story will appear on television or in the newspaper about the negative environmental consequences of drinking bottled water. The reasoning goes that because water is bottled in plastic containers we should look elsewhere for refreshment. Oddly, the argument against plastic containers seems to begin and end with bottled water. This is an argument to which we would offer two responses.

First, what if we do look “elsewhere?” What if, for example, we open the refrigerator and have a look? Fruit juice, milk, mustard, butter, salad dressing, yogurt—all come in plastic containers. How about the pantry? Herbs, peanut butter, olive oil, hot sauce, salt and pepper and . . . you fill in the blank. Plastic containers are as much a part of our life as, well, any of the products contained by them. And yet, it is water that bears the brunt of the criticism.

Another current running through the news today is the growing dilemma over obesity. The majority of experts who concern themselves with this sad phenomena call it a “national crisis”. We agree. And we would argue that bottled water is a heck of a lot better tool for combating obesity than just about any other product you might find in a plastic container, except perhaps the medicine prescribed to deal with the problem. So where is the balance in the argument which pits the health benefits of a bottle of water against all the rest of the products? In a word: Nowhere.

Second, unless we are prepared to forsake plastic and return to paper milk cartons and all-glass containers—and who seriously believes that we are going that direction?—then we do have a option and it is called *RECYCLING*. Now, this is an action whose time has come. It is an action each one of us can take. It is free. It is good for the environment. It is easy. It requires little effort. And it is the responsible thing to do. Most all communities encourage recycling by providing bins for our used plastic containers which are taken by the municipal waste departments to be recycled and used again. This is a real triumph of technology, and with the *Green Swell* sweeping across the land, it provides a happy alternative to what could otherwise become a real national problem.

So the next time you are confronted with an attack on plastic containers, we encourage you to chill out with a refreshing bottle of Highbridge Spring Water. Just be sure to place the empty bottle in a recycling bin.

# CUSTOMER FOCUS: Caddy Shacks 2

## A PLACE FOR HIGHBRIDGE AND FAMILY FUN

It has been almost two years since Vickie Medley and her late husband Craig Medley, purchased Caddy Shacks in the Mill Pond Shopping Center and she hit the ground running. Lots of changes were needed in order for the restaurant to meet her standards and become Lexington's favorite Family Friendly Sports Bar and Grill. Vicki literally cleaned house. This required new employees, new decor, a new menu, and family-friendly events including Karaoke for Kids and fund raising days for schools and civic organizations.

Wanting to promote Kentucky Proud products Vickie is doing her part in supporting the local farmers and includes their products on the menu. Highbridge is happy that she included us in her plan. Caddy Shacks 2, as it is now known, was one of our earliest coffee customers. Not only do they have a pot brewer but they also have our Bunn My Cafe Single Cup Brewer for customers who enjoy a fresh cup of flavored coffee.

Working towards becoming a full blown Highbridge customer, Caddy Shacks 2 is now adding a water cooler and private label bottled water, all for those customers who prefer Highbridge to tap water. "It just tastes better," states Miss Vicki.

Caddy Shacks 2 serves meals seven days a week and is located behind Kroger in the Mill Pond Shopping Center.



### FROM THE PRESIDENT'S DESK

*(continued from front)*

#### Myth #2:

*Recycled products aren't as good as "virgin" products*

This is simply not true. Recycled products have the same quality, reliability, and dependability. A recent survey of hundreds of corporate purchasing agents showed that 97% of respondents were pleased with the performance of recycled-content products. These days' recycled-content products undergo the same stringent testing and exacting performance documentation to which virgin products are subjected.

#### Myth #3:

*Recycled products cost more*

Simply put, recycled products are priced competitively with their non-recycled counterparts. Sometimes products manufactured with recycled products cost less.

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

- People who drink one or more sodas a day, diet or regular, are 48% more likely to develop metabolic syndrome – a precursor to heart disease and type 2 diabetes.

*Linda Slagel*

## Jumpin' Juleps, What Else Is Going On?

In Kentucky everyone knows that the first Saturday in May is Derby Day. This year Derby Day is May 3rd. Depending on when you see this, that day may have come and gone but you may want to make a note that there are many other amazing holidays to be celebrated on May 3.

According to [www.brownielocks.com](http://www.brownielocks.com) here are other holidays that fall on Saturday May 3rd. Imagine what the day would be like if you were to celebrate all the "holidays" listed on this website for that date.

*Your day may go something like this...*

Wake up to National Public Radio (*National Public Radio Day*), get your morning cup of Highbridge coffee and read the comics (*National Cartoonist & Free Comic Book Day*). Then head to your public health center to get screened for any anxiety disorders (it is *National Anxiety Disorder Screening Day*).

Once back home head to your garden and sit on a lumpy rug (*Lumpy Rug Day*) while meditating (*National Meditation Day*) and then do some Pilates (*International Pilates Day*). If you should see any dandelions while in your garden, you may want to spare them because it is *National Dandelion Day*. You can always come back tomorrow and weed the garden.

After noon you'll need to start on your home brew (*National Home Brew Day*) but you may want to send the kids off to make a difference in the community by doing a project that will help the adults and children connect. (It is *National Join Hands Day*) Once they are out of the house and your brew is brewing you can watch CNN (*National Free Press Day*) while browsing the internet to find out just what is Robert's Rule (*Robert's Rule of Order Day*).

In late afternoon it's time for The Kentucky Derby, and luckily for you it's only a two-minute race because that's about all the time you'll have before gathering the teenagers & scrapbooking supplies because it's *National Scrapbooking Day*. Plan to keep the kids busy at home tonight and maybe even have a talk with them about teenage sex because it is also *National Day to Prevent Teen Pregnancy*.

Now the really good news: Next week is "Flexible Work Arrangement Week" and you might take advantage of it after a Saturday like this. To see what's ahead in the coming months check out [www.brownielocks.com](http://www.brownielocks.com) if you dare!

More from time to time.

Regards,





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