



HIGHLIGHTS

February 2009 Newsletter

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

PO Box 100 Wilmore KY 40390 Ph 859-858-4407 • London 606-864-7508



FROM THE PRESIDENT'S DESK

Local First Lexington is a new non-profit organization that aims to help keep our community a unique place with a healthy and stable economy and Highbridge is very pleased to be a part of it. Its membership is made up of large and small independent businesses from throughout Lexington that are interested in spreading the word about the significant economic and cultural contributions that local businesses such as Highbridge make to our community.

On their website you'll find a directory of member businesses, discover what they do, what products and services each business offers, where the business is located, and how to contact them. Unlike some for-profit "buy local" web sites which feature links to national chains, all of the businesses on the

(continued on back)

The 0.3 Percent Solution:

THE ARGUMENT FOR BOTTLED WATER IS STRONG

We are bombarded with news stories deploring the fact that bottled water, a product dear to us here at Highbridge, is packaged in plastic containers and, as such, is a major contributor to environmental degradation. If every purveyor of bottled water—the stories suggest—would quit their wasteful habits and offer no more water in plastic, then—voila!—our environment would be just fine. Just like that.

Why don't we stop bottling water and set the planet right, now and for all? Well, there is a very logical answer, really. That will not get the job done. It is so very important to understand that any effort to reduce the environmental impact of packaging must focus on ALL consumer goods and not be targeted to just one industry. Now, much needs to be done to improve recycling rates, education of our consumers being high on the list, but the fact is that **BOTTLED WATER CONTAINERS MAKE UP ONLY 0.3 PERCENT OF THE ENTIRE MUNICIPAL WASTE STREAM IN THE UNITED STATES.**

Highbridge sees the consumption of bottled water as a good thing. After all, we are talking here about one of life's essentials.

Here is a thought: Rent a cooler from Highbridge, keep your pantry stocked with 5-gallon bottles of our delicious water, then set the empty bottle aside to be picked up by one of our drivers to be returned to our facility and RECYCLED!!! Just like that. Because we are a small company there is minimal tax on the environment with this effort.

We remind you that drinking water is essential, whether the source is your tap or a bottle. As to its positive health effects, compare it with those sugar-laden colas, teas, and juices. Next time you are at a sports event, in a car or plane, at a movie or any other special event, we encourage you to select the best bottled beverage available: water.

And remember the 0.3 percent number. Less than one-third of ONE PERCENT of beverage containers in the waste stream is comprised of those which contained water. Pretty good figure, we believe.

TO CONTACT HIGHBRIDGE:
Customer Service: 859-858-8801
Accounts Receivable: 859-858-8803

CUSTOMER FOCUS:

CUMBERLAND VALLEY NATIONAL BANK

The folks steering the fortunes of the Cumberland Valley National Bank for many years always have taken pride in the fact that serving their customers with the most innovative and efficient methods available is the key to long-term success. Service, they believe, entails among other things keeping abreast of the VERY fluid world of banking. That in turn means that they have not been afraid of change and, in fact, embrace it. Since the business opened in 1904 its officers, directors, and staff have had to make numerous transitions to get where they are today...The Top.

And to keep their cool for about 25 years now, Cumberland Valley has been a good and loyal customer of Highbridge.

With offices currently located in Berea, Corbin, Lexington, London, Richmond, Somerset and Williamsburg, Cumberland Valley has seen measured growth for more than a century, adding various community banks to its portfolio over the years. It is an important regional resource as a financial institution and is the largest locally-owned bank in Southeastern Kentucky.

Its services today include online banking, personal banking, business banking and a trust department.

The current Board of Directors consists of Chairman Elmo Lee Greer, Rex Greer, Jerry Greer, CEO James Tatum, COO Tim Edwards, Ross Halbleib, G.W. Griffin and Winston Griffin.

Now a Senior Citizen: Today's Cumberland Valley National Bank looks back on a tradition of more than a century of service of Southeastern Kentucky.



FROM THE PRESIDENT'S DESK

(continued from front)

Local First Lexington site are locally-owned, independently managed, and have made a commitment to building up Lexington.

Local First Lexington's members are the kinds of independent businesses which appeal to those customers who value choice, individuality and quality service.

This has been an obvious mantra with us a Highbridge during the more than 25 years we have been growing our business. As you know, everyone has a choice in making purchasing decisions, and sometimes a locally-owned quality business can be overwhelmed by the extraordinary advertising power of national brands.

We hope you will agree that Local First is a real asset and encourage you to support ALL of its members. Click on their "Why Buy Local" page to read more about why choosing locally-owned businesses helps our community.

Linda Slagel

IT'S VALENTINE'S TIME

HOT CHOCOLATE AND MORE CHOCOLATE

At time to get cozy during these cold winter months is fast approaching. We suggest that you might want to consider warming up on Valentine's Day with a nice cup of hot chocolate, even a steaming pot of coffee, made with Highbridge Spring Water. Once you get in the habit, not only of drinking but cooking and brewing beverages with Highbridge, we bet you will notice a difference. The holiday itself is celebrated across the world and traditions vary as to how best to remember the martyred Saint himself. In most countries, chocolate plays a big role. In Japan, for instance, women

present gifts of chocolate to the men they want to impress. Since chocolate is the most popular gift in the country all year long, it is important for the Valentine chocolate to be special, so the true believers among the females make their own confections. And the festivities extend for a month, with the men returning a favor to the women on March 14, known in Japan as "White Day". It is rumored that this second part of the tradition was instituted by a marshmallow company.

True love, indeed!

