



# HIGHLIGHTS

April 2009 Newsletter

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

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## FROM THE PRESIDENT'S DESK

From time to time something crosses the desk that really gets my attention. That happened recently when several articles concerning the negative effects of plastic bags appeared in my in-box.

Since green is the "in" color these days as the sensitivity of protecting our environment is so topical, plastic bags are coming under scrutiny. And they don't look so good up close.

A few things worth noting:

- Less than one percent of all plastic bags are recycled;
- It costs more to recycle a plastic bag than to produce a new one; about \$4,000 to recycle one ton of plastic bags which will bring around \$32 dollars on the commodities market. Poor economics, it seems;
- So if only one percent are recycled, where do they go? The majority of them end up in the oceans of the world, and the effect

*(continued on back)*

## Achoo! Spring Is Here

### ALLERGENS CAN TURN SPRING DAY INTO SNEEZING FIT

Spring is a time for rebirth, of daffodils and dormant lawns and redbuds and dogwoods and . . . allergies. Those of us who are cursed with the misery which an active allergy attack can bring on must be ever alert in this otherwise beautiful season. After all, teary eyes and sneezes can cloud a lovely afternoon in April.

So what is a person to do?

Actually there are several steps we can take to reduce the likelihood of an unpleasant assault.

Best front line defense is to avoid as many allergens as possible, since they are the enemy of the allergy sufferer. Here are some ideas which may prove helpful:

**BEAT THE DUST.** Throw pillows in the dryer. Wash sheets in hot water (ideally above 130 degrees Fahrenheit). Clean carpets (including the under pad). Use dust mite covers on bedding, mattresses and furniture. Vacuum regularly (at least once a week) using a vacuum with a HEPA air filter. Don't sweep – you'll just move dust around the room.

**ZAP MOLD.** Use a dehumidifier in damp areas. Turn on the bathroom fan for 15 minutes after a bath or shower. Watch out for mold in houseplant soil and planters.

**ELIMINATE OTHER ALLERGENS.** Clean the furnace filter every two months or more. Have air ducts cleaned at least every five years. Don't smoke or let others smoke around your kids.

**PUT A LID ON SEASONAL ALLERGIES.** Bathe your child before bed to remove pollen from his hair and skin. Keep windows and doors closed during peak season for your child's specific allergy (e.g. pollen in spring).

These steps might not be the answer for every environment, but if they can make for a more pleasant springtime, then they are worth taking.

**PLEASE REMEMBER THAT HIGHBRIDGE OFFERS TOP-NOTCH  
FILTRATION SYSTEMS FOR YOUR OFFICE CONVENIENCE**

**To Contact Highbridge:**

**Customer Service: 859-858-8801 Accounts Receivable: 859-858-8803**

## CUSTOMER FOCUS:

# MEET JAMES "EDDIE" PLUMMER

Meet James "Eddie" Plummer, a true American Hero. After serving in Vietnam during the war, Eddie returned home, and like most veterans, he faced many obstacles. Homecoming wasn't the warmest. Fortunately, Eddie was able to get a job in a local nursing home and later moved to Lexington where he met the love of his life, Ruth Ann. He continued in the healthcare field working for Cardinal Hill Hospital and the VA Hospital.



*Eddie and sister Sherry.*

Early in his marriage, Eddie's mother suffered a stroke and was no longer able to care for his special-needs sister Sherry. Without hesitation Eddie & Ruth Ann moved Sherry in with them. Eddie says Highbridge water is an essential part of their household. Not only do they drink Highbridge water but they cook with it as well. Sherry prefers the 16.9 ounce bottles, and gets excited when she sees our driver Tommy Dunaway pull up in the Highbridge delivery truck.

One day Eddie noticed his neighbor, who is in his 80's, unloading his groceries and saw him caring a 2 1/2 gallon jug of Highbridge. Knowing that must have been a task, Eddie started purchasing extra water from Highbridge for his neighbor and refuses reimbursement. Then there is Eddie's brother who lives in Eastern Kentucky and doesn't have access to Highbridge Springs, so Eddie buys him several cases a month to keep him stocked.

Everybody needs neighbors like Eddie & Ruth Ann Plummer and Highbridge is thankful to have them as loyal customers since 1995.

### **FROM THE PRESIDENT'S DESK** *(continued from front)*

is truly awful on wildlife and on our coastlines; I'm sure we all have seen pictures of birds and fish struggling to be free from bags around their beaks and fins;

- These bags decompose and leave behind toxic residue which finds its way into our waterways and soils; thus these microscopic particles enter the food chain.

So what to do?

Some countries like China, for example, ban distribution of free bags. The US might not be quite ready for that, but here is a thought: Try cloth bags. You can get great ones at places like Whole Foods which are made from recycled plastic bottles, perfect for shopping. Taking a cloth bag for your next visit to the grocery would be a positive change of habit and a step forward for our environment.

Old habits are hard to break but changing the "plastic bag syndrome" would be a good step forward for each of us to take.

*Linda Slagel*

## **WE'VE GOT TICKETS !!!**

*As the major sponsor of the popular Troubadour Music Series presented at the Kentucky Theatre in downtown Lexington, Highbridge has four free tickets for coming events which we are pleased to offer to our customers. If you are interested in entering our "lottery" just e-mail your name and address to [info@highbridgesprings.com](mailto:info@highbridgesprings.com) and tell us which show you would like to attend. We will announce the winners next month.*

Monday, May 11

### ***George Clinton and the Parliament Funkadelic***

George Clinton is an American music institution, a living party legend and the principal architect of P-Funk. He has been called one of the most important innovators of funk music, next to James Brown and Sly Stone. Clinton is a member of the Rock and Roll Hall of Fame, inducted in 1997 with fifteen other members of Parliament-Funkadelic.

Tuesday, June 23

### ***An Evening With the Avett Brothers***

In the past year, The Avett Brothers have gone from relative unknowns to the poster children of a brand new and rapidly growing genre of American music, described by critics and fans as "indie roots", "folk-punk", or "grungegrass". The Avett Brothers combine bluegrass, country, punk, pop melodies, folk, rock and roll, honky tonk and ragtime to produce an amazing sound.

Thursday, October 29

### ***An Evening With Guitar Master Leo Kottke***

Leo Kottke is best known for his 12-string slide instrumentals and five-finger picking technique. Rolling Stone described him as "so good that he didn't need a band." Folk great Pete Seeger, who (along with John Fahey) was one of Kottke's first influences, called the young guitar player "the best twelve-string guitarist [he has] ever heard." Kottke is known for his self-deprecating, loopy sense of humor and brilliant stage presence.