



HIGHLIGHTS

October 2009 Newsletter

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

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FROM THE PRESIDENT'S DESK

We spent an interesting morning in Lexington recently at Keeneland Race Course where we were one of several invited to a breakfast the racetrack hosted for many of their numerous vendors. Keeneland has been a long-time customer of Highbridge, as one of the biggest users of our private label program. Our water may be found



Keeneland custom label water on the production line at Highbridge.

throughout the facility during various Thoroughbred auctions and other times during the year as well.

After breakfast in the Kentucky Room

on this particular morning, we strolled over toward the grandstand and paddock areas and discovered yet another use for Highbridge—quenching the thirsts of movie stars in town for the filming of the com-
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A Closer Look at Tap Water

NOTE: With the bottled water industry often the subject of negative commentary, we thought it might be useful to present a view which questions the quality of tap water. We would suggest that each product has its place, and that either can be an intelligent choice.

A recent series, appearing in the *New York Times* and titled "Toxic Waters", caught our eye, as do most articles having to do with drinking water. This one focused on tap water quality. Essentially, the paper described approximately a half-million violations of water pollution laws by manufacturers and other workplaces across America over the last five years. These violations include companies' allowing certain toxins to work their way into the water supply. Of course, toxins are by definition not good for us, and generally should be avoided when possible. Some are said to be the cause of various significant diseases, including certain cancers. The story provoked the internet family health entity called *AOL Health* to take a closer look. Under the heading "ARE YOU DRINKING CONTAMINATED TAP WATER?", this group summarized the findings outlined in the *Times*. It was distressed to discover that most state governments and the Environmental Protection Agency (EPA) itself declined to prosecute the majority of offenders that violate the Clean Water Act. With 40 percent of U.S. community water systems in violation of the Safe Water Drinking Act, the arithmetic suggests that some 23 million people received low-quality drinking water. *AOL Health* wondered just who among us might be most likely to be one of the estimated 19.5 million Americans that fall ill each year from drinking water contaminated with parasites, bacteria or viruses. So they spoke with James Workman, author of the book "Heart of Dryness: How the Last Bushmen Can Help Us Endure the Coming Age of Permanent Drought" and someone with a strong resume in the subject of safe drinking water.

The resulting interview was quite interesting, and much too long to include here. We would encourage you to have a look on line at www.aolhealth.com, where you can read to entire piece.

We found the answer to *AOL Health's* question of whether we should be concerned about the quality of our water supply based on the what the *NY Times* reported: Said Workman, "A lot of it depends on where we live. If you're living on a Midwestern farm and drinking well water, yes, you should be scared. If you're living 50 miles downstream from a coal mine, yes. In other [urban and suburban] areas, like San Francisco where I live, we don't have the same threats. Still, when the Clean Water Act was passed [in 1972], you had sludge and rivers of fire, so you could see the aesthetic and environmental impact. Today, violations are more subtle. We have invisible, tasteless, odorless threats coming not just from big bad industry but from our lawns and workshops and medicine cabinets."

This is not an alarmist point of view, but rather a considered opinion by a contemporary expert in the field.

We recommend the piece to our Highbridge family and encourage one and all to continue enjoying the delicious fresh taste of our bottled spring water.

CUSTOMER FOCUS: BODY STRUCTURE MEDICAL FITNESS FACILITY

BODY STRUCTURE has had a presence in Lexington for more than 15 years, serving a growing number of clients from across Central Kentucky. Owner Kevin Balcirak and marketing director and licensed therapist Matt Viegl both are quick to stress that BODY STRUCTURE is not a workout gym in the traditional sense. Rather, the business operates as an advanced medical fitness facility. The Clinic on Gribbin Drive offers rehabilitating therapy for neck injuries, balance disorders, work related injuries and those needing therapy following motor vehicle accidents. Orthopedic treatment and a variety of sports medicine practices are also available. Quite an agenda! In addition to these and other services their experienced and professional staff includes licensed Physical Therapists and Massage Therapists. And a key component is offering nutrition guidance to clients.

BODY STRUCTURE uses a variety of methods to market themselves, one of which takes advantage of the Highbridge Springs private label program. We were able to persuade Matt Viegl to stop for a picture while holding a bottle of our spring water displaying the company's customized label. With health and fitness so topical these days, it's easy to see that Highbridge Springs water and BODY STRUCTURE make a good fit. To learn more, visit the BODY STRUCTURE website at www.bodystructure.com, or call 859 268-8190 to set up a tour of their facility.



Matt Viegl shows off the Body Structure private label using Highbridge spring water.

FROM THE PRESIDENT'S DESK (continued from front)

ing movie *Secretariat*. The production company had arranged for Highbridge to have a presence among the rather large cast, and it was nice to see our water in their hands.

We have known *Secretariat's* owner, Penny Chenery, for many years now, and she, too, was enjoying a sip, along with actor John Malkovich, while we watched the activities being displayed on a monitor in area set aside for cast, crew, and friends. It was good to see Penny again and nice to visit with a real star in the person of Malkovich.

Who knows, maybe we will make it to Hollywood one of the days!

This morning seemed a good beginning.



Penny Chenery, *Secretariat's* owner, watching carefully as the scenes unfold.

Linda Slagel

MODEL A's ON THE MOVE

The CENTRAL KENTUCKY MODEL A RESTORERS' CLUB paid a visit to the underground housing our companies recently. As is the case wherever they travel on their monthly tours, they draw a big crowd of onlookers and picture snappers.



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