



HIGHLIGHTS

January 2009 Newsletter

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

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FROM THE PRESIDENT'S DESK

Pure, clean drinking water does much to keep your body running smoothly. Want to drink more water to benefit your health? Try these tips.

1. Drink water when you first get up. Have a glass of cool water right after you wake up in the morning to tell your body it's time to get started. Like a gently flowing stream that pushes along debris and rocks, your circulatory system needs fluid to get rid of stubborn free radicals and residue from burned calories that were used during the night's metabolism.
2. Drink water before each meal. Drinking water before a meal helps you feel fuller, so you may be less likely to attack your meal like a starving person. Water helps prepare the stomach for the food that will follow, waking up taste buds on the tongue and moisturizing the stomach lining so brittle or acidic foods won't be uncomfortable.
3. Drink water with a snack.

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A New Year's Toast to Fitness!!!

DRINKING WATER CAN HELP YOU IN YOUR EFFORTS TO LOSE WEIGHT, says a Wake Forest University Baptist Medical Center nutritionist.

"Water can decrease your appetite," said Mara Z. Vitolins, R.D., Dr. P.H., assistant professor of public health sciences (epidemiology). "It is hard to distinguish between being thirsty and being hungry, so try drinking water and waiting 20 to 30 minutes to see if you're still hungry."

Vitolins, who also is part of the Center for Research on Human Nutrition and Chronic Disease Prevention, added that drinking water also may help you cut calories. "Most people drink sodas, coffee, and other such beverages and totally disregard drinking plain water," she said. "Replacing the higher calorie beverages with plain water or flavored water (without added sugar) can significantly reduce calories."

Furthermore, most of these drinks contain caffeine. "The caffeine acts as a diuretic to set you up for dehydration. By the time you feel thirsty, you already are dehydrated."

People of all ages need to drink plain water, she said. "Water is an important nutrient and is vital for a variety of bodily functions and processes including removal of waste products, carrying nutrients, and regulating body temperature," she said. "Water helps reduce fluid retention, and helps keep bowel functions normal."

How much water is enough?

Vitolins says one way to calculate how much you need is to take your weight in pounds and divide by two. The result is the number of ounces of water you should drink a day. So a 100-pound woman needs to drink 50 ounces of water each day -- just a little more than four 12-ounce glasses, or three bottles of water (which usually are 500 milliliters or 16.9 ounces.) A 175-pound man would need five bottles of water.

"I think many people would greatly benefit by recording the amount of water they drink in a day," Vitolins said. "Many folks I have asked to do this are surprised at how little they drink. It is an essential nutrient yet so few actually get enough!"

Drinking plenty of water is as important in the winter as it is during the summer, Vitolins said.

"Most people realize fluid is used to produce sweat which keeps us cool during exercise and the hot temperatures of summer, but not as many are aware that the body also needs water to stay warm," she said. "The best way to illustrate this is to think of your car. The radiator needs fluid regardless of the weather."

Vitolins said some people need to speak with their physician prior to increasing their water intake, "especially people with kidney problems that require fluid restriction."

Good News for the New Year

Highbridge customers can lock in their current rate by signing a one-year contract for continued service. PLUS, as an additional bonus, existing customers can add an additional cooler for only \$1.00 per month. This is a one-time offer for our valued customers and we encourage you to take advantage of it. Happy New Year. To take advantage of this offer, just call

HIGHBRIDGE
Customer Service at 859-858-8801

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

Between meals, if you feel hungry, try some fresh drinking water first to see if you are dehydrated. Sometimes people think they are hungry when they really are just thirsty. If you shop at the grocery store or supermarket while dehydrated, chances are you are going to spend more to subconsciously fill that empty urge.

4. Drink water before a workout. Whether you play for a sports team or simply jog for personal fitness, hydration is essential to help guard against heat stroke in warm weather and frostbite in cold temperatures, as your body's circulation plays a protective role in both seasons.

5. Drink water after a workout. Following your exercise session, drink up to replace fluids lost by sweating and physical labor. Don't drink too much too quickly, or you could induce stomach cramps.

6. Have water with your medication, if allowed. If you are allowed to take water with your medication, do so. Water helps to dissolve the medication and spread it throughout your digestive organs for rapid absorption.

HAPPY NEW YEAR!

Linda Slagel

A(nother) Month of Celebrations

JUST BECAUSE THE HOLIDAY SEASON HAS PASSED DOES NOT MEAN YOU HAVE TO QUIT THE CELEBRATING. TAKE NOTE OF SOME JANUARY GEMS. ARE YOU READY FOR FRUITCAKE TOSS DAY?

Mummer's Parade: 1	Hot Heads Chili Days: 17-18
New Years Day: 1	Kid Inventors' Day: 17
Rose Bowl Game: 1	Pooh (Winnie The) Day: 18
Saint Basil's Day: 1	World Religion Day: 18
Happy Mew Year for Cats Day: 2	Martin Luther King Day: 19
Fruitcake Toss Day: 3	Camcorder Day: 20
Chocolate Covered Cherry Day: 3	Inauguration Day: 20
Dimpled Chad Day: 4	National Disc Jockey Day: 20
Earth at Perihelion: 4	National Hugging Day: 21
Trivia Day: 4	Celebration of Life Day: 22
World Braille Day: 4	Roe vs. Wade Day: 22
World Hypnotism Day: 4	Women's Healthy Weight Day: 22
Bird Day: 5	Handwriting Day: 23
Epiphany or Twelfth Night: 6	National Pie Day: 23
Three Kings Day: 6	National Compliment Day: 24
Harlem Globetrotter's Day: 7	A Room of One's Own Day: 25
International Programmers' Day: 7	Chinese New Year: 26
English Toffee Day: 8	Lotus 1-2-3 Day: 26
Midwife's Day or Women's Day: 8	National Peanut Brittle Day: 26
Show and Tell Day at Work: 8	Bubble Wrap Appreciation Day: 26
Cut Your Energy Costs Day: 10	Holocaust Memorial Day: 27
Positively Penguins Day: 10	Speak Up and Succeed Day: 27
United Nations Day: 10	Viet Nam Peace Day: 27
Stephen Foster Day: 11	Freethinkers Day: 29
Clean Off Your Desk Day: 12	Thomas Paine Day: 29
Organize Your Home Day: 12	World Leprosy Day: 29
Humanitarian Day: 15	Inspire Your Heart with Art Day: 31
Bald Eagle Appreciation Days: 16-18	National Seed Swap Day: 31