



HIGHLIGHTS

December 2009 Newsletter

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

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FROM THE PRESIDENT'S DESK

At Highbridge, we want to have an ongoing conversation with all our customers about importance and benefits of recycling. The bottles that we and other manufacturers use can have a very productive second life if you—the end user—will go the extra mile and take that extra step of placing your empty bottles in a recycling bin so it can work its way through the system and emerge a usable product. Like most worthwhile undertakings, this takes a bit of effort. It is much easier to toss an empty and forget about it.

But the good citizen understands the benefits to the environment which come through recycling.

The first patented-for-recycling bottles (these are called PET, for polyethylene terephthalate) was obtained by chemist Nathaniel Wyeth (a brother of the distinguished American painter Andrew Wyeth) in 1973 and the first PET bottle was recycled in 1977. Nowadays there are an estimated 9,400 curbside collection programs and more than 10,000 drop-off programs to collect these bottles across the country.

The results continue to be astonishing. Not only are we creating more land-
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In The Spirit of Giving

NOTE: Our CUSTOMER FOCUS this December is the Kentucky Organ Donor Affiliates, for more than 10 years a customer of Highbridge. You can read about them in the usual space we dedicate to good clients at the top of the back page of our HIGHLIGHTS newsletter. We think that the mission of this organization deserves particular attention as we celebrate the holiday season.

ABOUT 100,000 Americans await organ transplants, according to the national United Network for Organ Sharing, of which the Kentucky Organ Donor Affiliates (KODA) is part. In Kentucky, the list includes about 740 would-be recipients. The numbers are ever changing of course. In 2007, some 29,000 successful transplants were performed across the country, and authorities estimate that about twice that number of successes could have been counted had there been more donated organs available. Another estimate is an unfortunate one: approximately fifteen to seventeen people die *each day* while awaiting a transplant. That comes to roughly 6,000 deaths annually.

There is much to understand about the subject of organ and tissue donation. Questions abound. Should I sign up to donate? How to do so? What about the wishes of my family members? Perhaps the best way to begin a conversation and get some answers is to have a look at the KODA website at www.kyorgandonor.org. We have done so and have excerpted a few points which may be found on the site. In the interest of getting information to our special customers we thought each person should know:

- Transplantable organs include the kidneys, heart, liver, lungs, pancreas and small bowel.
- Transplantable tissues include bone, cartilage, skin, corneas, heart valves, saphenous veins, tendons and ligaments.
- Individuals may indicate their wish to be a donor by joining the Kentucky Organ Donor Registry. An individual may go to www.donatelifeky.org to register. Since Kentucky has First Person Consent laws in place, an individual's wishes to donate will be honored. For more information on how to register in Kentucky go to www.donatelifeky.net.
- Acceptable donors range from newborn to senior citizens.
- All major religions approve of organ and tissue donation.
- One individual donor can provide organs, bone and tissue for nearly 50 people in need.
- All efforts are made to save a person's life regardless of whether he or she has signed up on the Registry. Doctors involved in initial care of a patient cannot be involved in donation or transplantation.
- The donor's body is not disfigured by organ or tissue removal. An open casket funeral is possible. No one should be able to recognize that the individual was a donor.

There is much more to learn about this important subject than space permits here. But one arresting statistic gets our attention:

- **A NEW NAME IS ADDED TO THE WAITING LIST EVERY 14 MINUTES.**

CUSTOMER FOCUS:

KENTUCKY ORGAN DONOR AFFILIATES

Chances are if you have a driver's license then you have been asked if you want to be an organ donor. But do you really know what and how many people are behind the organ donor program?

Kentucky Organ Donor Affiliates (KODA) is on a mission to educate people on the importance of their organization. They are hoping to have 1 million, 25% of Kentucky's population, registered organ and tissue donors by April 2010. With about 750 Kentuckians currently on the organ donor waiting list, they see an urgent need to inform the public about their program. KODA has several offices throughout the state working with hospitals, speaking to civic groups, high school students and anyone who will listen about their program.

The Lexington KODA office has been a customer of Highbridge for more than 10 years and we appreciate their support and want to acknowledge them for their services to those whose lives have been saved through their organization.

For more information about KODA or to sign up as an organ and tissue donor visit their website at www.kyorgandonor.org or call 800 525-3456.



KODA's Director of Education,
Jenny Miller Jones.

FROM THE PRESIDENT'S DESK

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fill space by filling it with fewer bottles, but the savings in energy are significant.

Some fun facts to tuck away for holiday consideration:

An average household generates about 45 pounds of PET plastic bottles.

Nineteen 20 oz. PET bottles yield enough fiber for an extra large T-shirt, or enough to make one square foot of carpet.

It takes 63 20 oz. PET bottles to make a sweater.

Fourteen 20 oz. PET bottles yield enough fiberfill for a ski jacket.

It takes 114 20 oz. PET bottles to make enough fiberfill for a sleeping bag.

Well perhaps that is enough for now, but I do think it is important for us to understand what recycling can mean, particularly as we head to the excesses of the holiday season.

Speaking of which, Highbridge appreciates your business and support and wishes each of you a very merry season.

Finally, if you are in a position to do so, I recommend AnySoldier.com as an organization to consider supporting. They have an inspired website, and I give the outfit high marks.

Linda Slagel

FLY FOR FREE

Highbridge has been the long-time presenting sponsor of the Troubadour Series held at the Kentucky Theatre in downtown Lexington throughout the year and one of the most acclaimed acts to come along in some time is the popular Riders In The Sky vocal group. They are set to perform Monday, December 21. We are pleased to offer four tickets to a lucky winner whose name will be picked at random from eligible e-mails we receive by December 15.

To enter, send your name, mailing address and your phone number to info@highbridgesprings.com. We will notify the winning entry.

FROM THE RIDERS PRESS RELEASE:

Ranger Doug, Woody Paul and Too Slim and Joey, the CowPolka King ... return to

the Kentucky Theater. For thirty years, Riders In The Sky have been keepers of the flame passed on by the Sons of the Pioneers, Gene Autry and Roy Rogers, reviving and revitalizing Western music. They have become modern-day icons by branding the genre with their own legendary wacky humor and way-out Western wit.



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