



HIGHLIGHTS

January 2010 Newsletter

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

Wilmore 859-858-4407

London 606-864-7508

Richmond 859-623-4700



FROM THE PRESIDENT'S DESK

In the beginning . . . " well, not to get too biblical, but in the beginning of a New Year we tend to make resolutions and lists and I have been jotting down a few things of late. Things such as:

- You can pay your Highbridge bill with a credit card if you choose. I know many folks who prefer to pay with plastic for everything because it is a good way to gain points for redemption with airlines and other rewards programs. If you choose, just call our office and we will be happy to assist.

- Please understand that the 5-gallon bottles we deliver to our cooler customers are to be used **ONLY** for Highbridge water and nothing else. Filling the bottle with any other liquid—Kool Aid, lemonade, and the like—results in an unusable bottle and a loss of deposit.

- Don't forget that Highbridge will provide you with three 5 gallon bottles of water when you refer a friend or family member and they become a Highbridge customer.

- Should you want to alter your delivery by adding or subtracting bottles, just leave a note for your route salesman and he will take care it for you.

(continued on back)

Good Ideas Outnumber Not-So-Good Ideas for 2010

Can it be 2010 already? It was not so long ago when that year seemed such a very distant date, but here we are and here we go! It occurs to us that it might be useful to share some thoughts with our customers as we move into a new decade. Things such as . . .

IT IS A GOOD IDEA TO:

- Buy in to the notion of thinking green. It is surely going to be the color of the decade, perhaps the color of the century. That is because both common sense and intelligent research tell us that we are approaching a time where our precious resources across the planet will be stretched and stressed to a breaking point. No one business, no one country, no one continent, acting alone can arrest this march toward a calamitous outcome. But *each one of us acting alone* can and must begin the process of first slowing and then reversing this process. To borrow from an old hit tune from the 1950s, "Little Things Mean A Lot".

- Understand the difference in a plastic bottle made from recycled material and a bottle said to be "biodegradable". While biodegradable may sound better, the carbon footprint is smaller for a bottle made from plastic that has been previously molded and recycled. In fact, a biodegradable product in the "recycling stream" can really cause problems. At Highbridge, our 12 and 16 ounce bottles are now made from 25% recycled plastic. This is an important step in the right direction.

- Get into the habit of recycling. As we have pointed out so often, it takes very little effort to separate empty bottles and place them in a recycling bin.

- Pick up a cloth bag at the grocery and use it every time you shop. This reduces the number of plastic bags in use and is another of those "little things" which can "mean a lot". Less than one percent of all plastic bags are recycled; it costs more to recycle a plastic bag than to produce a new one; and the majority of them end up in the oceans of the world, where they are a major destructive force.

- Drink more water. First thing in the morning, before and during each meal, with a snack, before and after exercise—great times to refresh with cool water.

- Consider getting a rain barrel. We have mentioned before that Lexington has a pilot program where Fayette County residents can purchase a "Lily," an attractive rain barrel with a planter for a top and attachments near the bottom that can be used to fill watering cans and to provide water for soaker hoses. Good sound approach and good for the environment, too.

- Buy local. While it may be easy to shop the networks and the internet for bargains (sure, there are some out there), understand that your neighbors who operate the corner store must have your business to stay profitable. Highbridge is a member of both Kentucky Proud and Local First Lexington and very proud of it.

IT IS NOT A GOOD IDEA TO:

- Assume that one person (YOU) can have no impact on the environment or on the economic health of your community. Understand that if **EVERYONE** adopted that attitude, then our children and grandchildren would face a much less promising future.

CUSTOMER FOCUS:

EMS

ENERGY MANAGEMENT & SERVICES CO.

Operating as a full service engineering firm, Woodford County's EMS provides technical expertise to energy-related industries across the country. With five offices throughout the United States, Energy Management & Services does business with a wide range of customers, including major companies such as Ford Motor Co. and Proctor & Gamble. They also serve important regional outfits such as Virginia Gas, and Williams Gas Pipeline, among many others.

EMS was incorporated in 1989 and is employee owned.

A long-time water cooler customer of Highbridge, EMS made the switch to filtration units about two years ago. They currently have three filtration coolers at their Versailles office. Officials with the company say they had always been happy with the personal service Highbridge provided when they were a cooler customer and are equally pleased with the maintenance on their filtration coolers, which includes regularly-scheduled filter changes. EMS said that although they made the decision to convert from coolers to filtration units, they wanted to keep doing business with the company which had served them well over the years—Highbridge.

To learn more about filtration coolers from Highbridge, give us a call at 859-858-8801 or ask your route salesman for details. Remember, with Highbridge you have a choice.



No, the bottle hasn't been stolen! Kaleb Leneave, Marketing Representative for EMS, is pictured beside one of the three Highbridge filtration coolers the company has in its Versailles office.

FROM THE PRESIDENT'S DESK

(continued from front)

- Remember that Highbridge will be happy to deliver cases of small bottles to your home. They are very handy for entertaining, placing on your bedstand, taking in the car, and . . . you name it.

- What better time to show off our UK Swish label with the sport cap than during this amazing season the basketball team is putting on for us.

- Did you know that we also sell cups and cup dispensers? Many of our customers find them very convenient. Ask your route salesman or call our office for details.

- A number of our customers also enjoy the convenience of multiple coolers. You might want to consider having a cooler in the garage, bedroom, family room, or even the bathroom. Pretty good idea, we think.

- If you have not done so of late, try brewing your coffee with Highbridge water. Java never tasted better.

Finally, to recognize our loyal customers, Highbridge has made a significant contribution to the Helping Hands program in our home county of Jessamine.

Thanks so much to all of you and enjoy the New Year.

Linda Slagel

AND THE WINNERS WERE . . .

Our offer through this *HIGHlights* newsletter in December resulted in a flood of entries from our customers hoping to win free tickets to hear the popular Riders In The Sky vocal group. They performed the week before Christmas at the Kentucky Theatre in downtown Lexington as part of the Troubadour concert series which Highbridge has sponsored for several years. In fact, we had so many entries that we decided to offer a set of four tickets to two lucky winners, and they were:

SHAWN GREEN of Richmond, who was thrilled to take his two little boys "who are really into cowboys, hats and spurs", Shawn said; and

LEEVELYN MCKEAN, also from Richmond, who promised to take her dad because "Gene Autry was his hero as a little boy".



Sky High at the Troubadour.

Questions ??????

Highbridge Customer Service: 859-858-8801

Highbridge Billing: 859-858-8803.