



HIGHLIGHTS

May 2010 Newsletter

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

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FROM THE PRESIDENT'S DESK

Few days in the year hold more meaning for all of us than Mothers Day, which will be celebrated this year on Sunday, May 9.

We did a bit of checking on the origins of this special day and were literally bombarded with information! Much more than could fit in a short column such as this. But here are a few items which should be of interest as we approach the occasion.

- Origin of Mother's Day goes back to the era of ancient Greek and Romans. But the roots of Mothers Day can also be traced in UK where a Mothering Sunday was celebrated before the festival saw the light of the day in US. However, the celebration of the festival as it is seen today is a recent phenomenon and not even a hundred years old.

- The idea of official celebration of Mothers Day in the US was first suggested by Julia Ward Howe in 1872. An activist, writer and poet Julia shot to fame with her famous Civil War song, "Battle Hymn of the Republic". Julia Ward Howe suggested that June 2 be annually celebrated as Mothers Day and should be dedicated to peace. She wrote a passionate appeal to women and

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More Than A Grain Of Salt

HOW MUCH IS TOO MUCH

Because our bottled water always falls on the healthy side of the ledger, we keep an eye out for the kinds of ingredients which, taken in excess, can have an upsetting effect on a healthy diet. We mentioned sugar in a recent newsletter. Salt is another condiment which can be harmful if intake is not monitored. A recent article on the Mayo Clinic website offered some insights.

A little bit of salt goes a long way

Trying to eat less sodium? Just a pinch of table salt on your baked potato and a dash to your scrambled eggs. But a pinch and a dash can quickly add up to unhealthy levels of sodium, since many foods already contain more than enough sodium. About 11 percent of the sodium in the average U.S. diet comes from adding salt or other sodium-containing condiments to foods while cooking or eating. But the majority of the sodium—77 percent—comes from eating prepared or processed foods that contain the mineral. So even though you may limit the amount of salt you add to food, the food itself may already be high in sodium.

How much sodium do you need?

The National Academy of Sciences' Institute of Medicine and others, have published recommendations on daily sodium limits. Most recommend not exceeding the range of 1,500 and 2,400 milligrams (mg) a day for healthy adults. Keep in mind that the lower your sodium, the more beneficial effect on blood pressure.

The average U.S. diet has three main sources of sodium

- * Processed and prepared foods. Most sodium in a person's diet comes from eating processed and prepared foods, such as canned vegetables, soups, luncheon meats and frozen foods. Food manufacturers use salt or other sodium-containing compounds to preserve food and to improve the taste and texture of food.

- * Sodium-containing condiments. One teaspoon (5 milliliters) of table salt has 2,325 mg of sodium, and 1 tablespoon (15 milliliters) of soy sauce has about 900 to 1,000 mg of sodium. Use sparingly.

- * Natural sources of sodium. Sodium naturally occurs in some foods, such as meat, poultry, dairy products and vegetables. For example, 1 cup (237 milliliters) of low-fat milk has about 107 mg of sodium.

Sodium: Essential in small amounts

Of course, we need a certain amount of sodium to function properly as it helps maintain the right balance of fluids in your body, helps transmit nerve impulses, and influences the contraction and relaxation of muscles

But like most things, salt is best when taken in moderation.

We do remind that, no matter the salt content, any product is best enjoyed and enhanced with delicious **HIGHBRIDGE SPRING WATER**

CUSTOMER FOCUS: CARETENDERS: FOR QUALITY HOME CARE

Caretenders has been serving central Kentucky just about as long as Highbridge Springs, since 1983 to be exact. With locations all over the state their goal is to provide quality home care services to seniors through occupational therapy, speech therapy, physical therapy or home health nursing. Through their senior advocacy philosophy Caretenders addresses these challenges in a revolutionary new way, looking to become advocates in all dimensions of physical, mental and emotional well-being.

When Lexington Director Lee Anne Blackard was considering branding their company she didn't have to go far. Caretenders has been a longtime Highbridge customer so she checked into our private label bottled water and was thrilled to find how reasonably it is priced.

Caretenders has been purchasing our private label for two years, and finds the bottles ideal for conferences as well as marketing their services all over the state.

Plans are to open another location in Richmond in late spring and we want to wish them well and say "thanks for your support and it's a pleasure doing business with Caretenders". For more information on Caretenders call 800 866-0633 or visit their website www.caretenders.com



Charlotte Curtis, Education Manager;
Lee Anne Blackard, Director;
Cher Bradley, Clinical Manager;
Carla Ballard, Clinical Manager; Becky Browning,
Clinical Manager

FROM THE PRESIDENT'S DESK (continued from front)

urged them to rise against war in her famous Mothers Day Proclamation, written in Boston in 1870. She also initiated a Mothers' Peace Day observance on the second Sunday in June in Boston and held the meeting for a number of years. Julia tirelessly championed the cause of official celebration of Mothers Day and declaration of official holiday on the day. Her idea spread but was later replaced by the Mothers' Day holiday now celebrated in May.

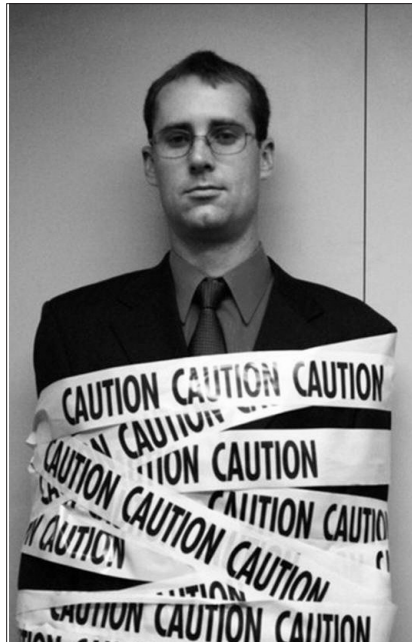
- Today Mothers Day is celebrated in several countries including US, UK, India, Denmark, Finland, Italy, Turkey, Australia, Mexico, Canada, China, Japan and Belgium. People take the day as an opportunity to pay tribute to their mothers and thank them for all their love and support. The day has become hugely popular and in several countries phone lines witness maximum traffic. There is also a tradition of gifting flowers, cards and others gift to mothers on the Mothers Day.

No matter how we choose to celebrate, it is fitting that we take time to honor our special parent with a special day.

And on a personal note to my wonderful mother, all of us recognize what a real trooper you have been since we started Highbridge some 30 years ago. We surely could not have made it without you

Linda Slagel

WHO ARE THOSE PEOPLE?



Well, it is not Halloween, but we are alert to the fact that there may be a few trick-or-treaters in your neighborhood masking as your friendly Highbridge team and hoping to get you to sign up for water. Just to let you know, Highbridge vehicles and drivers are clearly marked with our logo and none of us is telephoning to make an appointment to discuss water needs. If you get a call, check "caller i.d." and see who really is originating the conversation. If it doesn't say Highbridge, it isn't.

Questions ??????

Highbridge Customer Service: 859-858-8801

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