



HIGHLIGHTS

June 2010 Newsletter

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

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FROM THE PRESIDENT'S DESK

Missing a bit about the ever challenging discussion of what to do about our growing bins filled with discarded plastic bottles. It is a subject that we at Highbridge discuss frequently, often with dismay. If one didn't know better, one could be led to believe that the bottled water industry is the sole source of all unwanted plastic containers. Ever hear anyone complain about packaging for soft drinks, ketchup, mustard, salad dressing, aspirin, other medical products, and the hundreds of other sources of container waste? I doubt it.

One encouraging development in this general area is in the manufacturing of PET bottles. New studies show that recycled PET bottles produce a plastic resin which can be used to very good effect in the manufacture of new bottles—that, of course is what recycling is all about; taking a product out of the waste stream and reusing, time and again.

Our Highbridge PET bottles are now made from 15% recycled PET and as the industry further refines the manufacturing techniques, this promises to be an important step in the right direction.

A recent industry study reports some astonishing possibilities which could be realized when recycled PET resins are

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Customer Alert!!!

We continue to receive complaints from customers that we are harrassing them with repeated phone calls wanting to talk about their water service. THESE PEOPLE DO NOT REPRESENT HIGHBRIDGE. PLEASE HELP US IDENTIFY THEM .

TO WHOM IT MAY CONCERN: Quit calling our Highbridge customers masquerading as a member of our team and insisting that they sign up for our services. We continue to get reports from understandably annoyed clients who say they are getting multiple calls from these interlopers wanting to talk about new water options, angling for an appointment, and generally spewing a lot of hot air into the phone lines.

TO OUR CUSTOMERS: If you identify these anonymous callers please call us immediately. We, like you, are fed up with this unwelcome practice and promise to do everying possible to put it to an end.

HIGHBRIDGE IS PROUD TO PRESENT THE Troubadour Concert Series For Another Year *Star Performers To Entertain*

Highbridge is pleased to announce that it is renewing its title sponsorship for the Troubadour Concerts in Lexington for the coming year. This is a series which has continued to grow in popularity over the years since its inception in 1993. It brings to the community a strong and eclectic group of performers whose collective appeal assures a big crowd for each concert. Among the surefire winners this summer are appearances by the renowned Joan Baez on July 20, followed by a return of the Grammy Award-winning duo, the Indigo Girls, on July 22. Baez will perform at the Lexington Opera House, and the Indigo Girls will play at the Kentucky Theatre, where most of the Troubadour concerts are held.

"We get so many poositive comments for concertgoers at these events that we are encouraged to continue to support the series," said Highbridge president Linda Slagel.

Ticket Giveaway

Tickets are sure to be at a premium for these events and Highbridge is pleased to offer its customers a chance at a pair of free tickets for both concerts. See back page for details.

CUSTOMER FOCUS:

SOUTHLAND ICON: THESE ARE THE (DONUT) DAYS!!!

Neill Day has been a fixture in the Southland area of Lexington for many years, first serving as Park Director at Southland Park in the late 60's and later, in 1972, Neill and wife Cathy opened what has become the iconic Donut Days at 185 Southland Drive.

Neill and Cathy were early customers of Highbridge Springs, first with a cooler at home, then adding another cooler for their lake house. The Day's are such huge fans of Highbridge that they eventually added our 12 ounce bottles to sell at the bakery along with all those other goodies.

Donut Days (a play on their last name) doesn't just make donuts. They also make birthday cakes, wedding cakes, cakes for any occasion. About 60% of the business is standard retail; the balance is direct service to such Lexington businesses as hospitals, hotels, and car dealerships, to name a few. In the middle of the night at the bakery, one can find employees busy making donuts, rolls, pastries, and the like.

So next time your looking for a cake or crave a sweet treat we hope you'll stop by Donut Days and see what all they have to offer. Tell them Highbridge sent you! You can contact Neill or Cathy by emailing them at rmday@aol.com or give them a call at 277-9414.



Neill Day pictured with some of his favorite foods to be enjoyed with his favorite beverage

FROM THE PRESIDENT'S DESK

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used in manufacturing new bottles. Trillions of Btus less energy would be required. Recycling PET and reusing its yield is an important step. People are not going to quit using plastic products. No amount of horror stories is ever going to bring that circumstance about.

So our industries—not just the bottled water group which constitutes a small percentage of plastic bottle consumption anyway—must continue to fund research and development to build a better bottle. May they hurry the day when the benefits of recycling truly benefit all of us. I believe that the answer to the use of PET is not to discourage having bottled water as a choice when one drinks a beverage but to continue to improve the recycling and re-use of PET. In this age of overweight kids and adults, water should not be seen as "anti-green" but instead refill your aluminum containers whenever possible but buy a bottle of water when it is not and here is the important part-recycle the empty bottle.

I encourage you to have a look at an industry website and read more on this fascinating subject. Go to napcor.com and under News and Events, have a look at the first article, dated May 17, 2010.

It is good to know that our collective efforts to get "green", are serious.

Linda Slagel

WIN TICKETS

TROUBADOUR CONCERTS SURE TO BE BIG



Joan Baez



Indigo Girls

As a favor to our loyal customers, Highbridge is pleased to offer two tickets to each of these summer concerts, part of the Troubadour Concert Series which we present as title sponsor.

Two (2) tickets for both Joan Baez and Indigo Girls will be given to two lucky customers who enter by e-mailing an entry to info@highbridgesprings.com or dropping a card in the mail to Highbridge, PO Box 100, Wilmore, KY 40390, attention Tickets.

The entry deadline is July 9 and winners will be notified by July 16.

Questions ??????

Highbridge Customer Service: 859-858-8801

Highbridge Billing: 859-858-8803.