



HIGHLIGHTS

August 2010 Newsletter

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

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FROM THE PRESIDENT'S DESK

What do plastic water bottles and the new fluorescent light bulbs have in common? Both need to find their way into the recycling stream.

The light bulbs are becoming much more popular and are more prevalent these days. That is a good thing because they are considerably more energy efficient than standard light bulbs. A downside to their proliferation, however, is that they pose a huge environmental risk if they aren't recycled and instead end up in a landfill.

There are any number of websites addressing this subject and people interested can find plenty to keep them in reading material on the internet. Many of them, of course, offer for sale various gimmicks for recycling the bulbs and some of them are a bit expensive. It is important, however, to understand the challenge these bulbs present and the hazard associated with their disposal. In several states, California, Minnesota, Ohio, Illinois, Indiana, Michigan, and Wisconsin, it is unlawful for anyone to dispose of fluorescent bulbs as universal waste..

That is mostly because of the mercur-

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Staying Cool WHEN IT'S HOT

The Dog Days of August are upon us, reminding that summer is not over by a long shot. Keeping cool by keeping hydrated is a tried-and-true remedy for bearing up in hot weather. And keeping healthy and fit necessarily involves exercise, an undertaking that can push the body temperature to dangerous levels if certain precautions are not taken.

We have come across a release from a national association of athletic trainers (NATA) which recommends that we drink 17 to 20 ounces of water 2 to 3 hours before vigorous exercise and 7 to 10 ounces, 10 to 20 minutes after exercising. In addition, NATA suggests a range of 7 to 10 ounces of water every 10 to 20 minutes during vigorous exercise. However, the best way to tell if you are drinking enough water during exercise is to weigh yourself before and after exercising. A one pound weight loss is equivalent to 16 ounces of water. Measuring ounces might not always be the most convenient way to keep tabs, so we might suggest that you keep a good supply of chilled Highbridge Spring Water on hand no matter what your agenda is as we move through toward the end of summer.

ANOTHER HIGHBRIDGE COMMUNITY EFFORT

Time Once Again for Chamber Music

This will be the fourth year for the UBS Chamber Music Festival of Lexington to be staged at the Fasig-Tipton Pavilion on Newtown Pike and it also marks the fourth year of support of the festival for Highbridge. Concert dates are Friday and Saturday nights, August 27 and 28, and Sunday afternoon, August 29.

We consider it a privilege to have been in on the ground floor of this wonderful musical event, coming aboard as a founding sponsor in 2007. The festival has grown over the years and now is an important component of the arts community in Central Kentucky. Musicians from across America come to perform some of the most beautiful, timeless compositions ever written and they play before a very appreciative audience. Again this year, Lexington's Nathan Cole, member of the first violin section of the world famous Chicago Symphony, will serve as artistic director. Also again this year, the organization has commissioned an original piece of music which will have its world premiere on Saturday night.

Along with the Troubadour Series, which plays to a very different audience—though there may be some crossover—Highbridge makes the statement that giving back to the community which supports it is a good move, good fun, and, we hope, good business. Hope to see you there.

SEE BACK PAGE FOR TICKET OFFER.

CUSTOMER FOCUS:

A CORBIN FIXTURE: DAVID'S STEAKS BUFFET AND BAKERY

David Keck has been a longtime water cooler customer of Highbridge Springs and when he was looking for a new way to market his Steaks Buffet and Bakery business he thought private label bottled water was the way to go. If you're in the Corbin area attending a political function, wedding, company picnic, family reunion or just about any other function, chances are good that David is catering the event and you'll find his private label bottled water being served.

David has been buying private label bottled water for several years and says, "If you can get your company name in hands of the consumer, chances are they will remember you. Private label bottled water is one great way to be remembered".

Since 1985 David's Steaks Buffet and Bakery has been serving some of the best food in Southern KY and we at Highbridge are excited for David and are sure that he has many more years of serving the folks of Corbin and surrounding areas.

So when your in the area (I-75 & 25 East, exit 29 in Corbin) stop in David's Steak Buffet and Bakery for a real treat. Also if your in need of a full service caterer including tents, tables and chairs check out www.davidsteakhouse.com for more details or phone 606 528-0063.



Longtime Highbridge Spring Water customer David Keck and his steak, buffet, and bakery business are fixtures in the Corbin area.

FROM THE PRESIDENT'S DESK

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ry content which, in very little quantity, can do extraordinary, irreversible damage to the environment. I was shocked to read that a teaspoon of mercury can contaminate a 20-acre lake forever!

Minnesota, particularly, takes this very seriously. From a state-related website on the subject:

Because of the mercury in fluorescent light bulbs, breaking a fluorescent bulb is not like breaking a regular light bulb. If you break a fluorescent bulb, keep people and pets out of the room. Open the windows and exterior doors to vent the mercury vapor to the outside for about 15 minutes before you clean up. Put on rubber gloves and carefully pick up the fragments, glass shards, and any powder with sticky tape. Once you have picked up any visible pieces, you can vacuum. Place all the pieces and used clean-up materials (including the vacuum bag) in a plastic bag and seal it. Be sure to wash your hands after clean up.

Not to be an alarmist, but this seems like good advice for everyone who is using, or planning to use, the odd-shaped tubular light bulbs.

Seems like there must always be a downside to most any new product. It never hurts to exercise caution.

Linda Slagel

WIN TICKETS

UBS CHAMBER MUSIC FESTIVAL COMING IN AUGUST

We want some lucky customers to be our guests at the coming UBS Chamber Music Festival of Lexington. As a founding sponsor of this signature music event, we are in a position to offer two pairs of tickets to each of the three concerts: Friday evening, August 27; Saturday evening, August 28; and Sunday afternoon, August 29. Highbridge customers may 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 August 15 and winners will be notified by August 20.

And the Indigo Girls / Baez Winners Are . . .

Congratulations to the winners of the drawing for tickets to the recent Troubadour concerts featuring Joan Baez and the Indigo Girls:

Indigo Girls winner: Melonie Atkerson with Woodhill Development in Lexington.

Joan Baez winner: Leelvelyn McKean with Dietary Consultants, Inc. of Richmond, KY

We will have future drawings for ticket giveaways to attend other exciting shows of the Troubadour Concert Series so be sure to read the newsletter regularly.

Questions ??????

Highbridge Customer Service: 859-858-8801

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