



HIGHLIGHTS

September 2008 Newsletter

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

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FROM THE PRESIDENT'S DESK

As we head to the fall months, we can anticipate a weather pattern that is often missing during the dry months of summer. What pattern is that, you ask? In a word: rain. Rain—we welcome it, sometimes pray for it, in times of drought. We curse it when it falls too often, causing flooding and forcing cancellation of our treasured outdoor activities. But like it or not, rainfall is of course a vital gift of nature. And for the most part, we simply ignore it and go about our lives.

Well, here's a thought: Don't ignore it. Instead, turn it to your advantage. Catch it, harness it, and put it to work for you. And do the environment a favor at the same time.

How to do that? By utilizing one of the oldest objects in man's tool arsenal, i.e., the rain barrel. Did you know they are making a "comeback"? That's right, rain barrels are "hot"! They are the "in thing". There are web sites devoted to the marketing, *(continued on back)*

Be Prepared: More Than a Motto

SEPTEMBER IS NATIONAL PREPAREDNESS MONTH, and the bottled water industry's trade organization—the International Bottled Water Association, or IBWA—a partner with the U.S. Department of Homeland Security—works to bring awareness to the importance of planning for emergencies. The unpredictability of tropical storms and hurricanes—the hurricane season does not end until November 30—argues strongly that folks living in areas threatened by those deadly storms take numerous precautions. Highbridge is often called on to provide bottled water to areas hit by unwelcome forces of nature which threaten drinking water supplies, and we are usually able to do our part in the effort.

But ALL households, no matter where they may be located, should have an emergency supply of water on hand for times of need. The Homeland Security guidelines call for a supply of one gallon of water per person per day for at least three days. The supply is meant to cover drinking, cooking, and personal hygiene needs in the event that public drinking water service is interrupted or compromised.

Highbridge, a long-standing member of IBWA, is very supportive of the recommendations set forth by the organization and we encourage all customers first to set aside water for an emergency and then to take steps to ensure the safety of these emergency water supplies. Here are several tips we offer for your consideration:

- (1) Store bottled water at a constant room temperature (between 59-86) or cooler, if possible.
- (2) Keep bottled water out of direct sunlight.
- (3) Keep water containers away from solvents and chemicals such as gasoline, household cleaners, and the like.
- (4) If you choose to store tap water in your own containers, be sure to disinfect the container before use. Never use a container that once held toxic substances.
- (5) Consider treating tap water with a chlorine bleach solution of one part bleach to 10 parts water before storing to prevent buildup of harmful bacteria.
- (6) Replace stored tap water every six months.
- (7) The American Red Cross and the U.S. Federal Emergency Management offer additional tips for treating water at www.redcross.org.

Hello. Hello? Hello!

Highbridge has a new phone system which introduces voicemail to our incoming calls. As with anything new, it is taking a bit of getting used to. It is designed to handle our large call volume efficiently, and it will as callers begin following the voicemail request to leave a message. That way we can return your call with no distractions from our end—no putting you on hold for instance—and find a way to handle the matter at hand. It really works! Various staffers also have direct line numbers now, for immediate access. The two most frequently called are :

**Customer Service: Kara, at 859-858-8801 and
Accounts Receivable: Melita, at 859-858-8803**

CUSTOMER FOCUS: DEBBIE BARNES

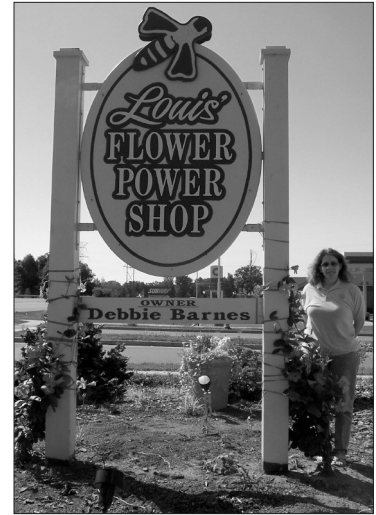
COMBINING FLOWERS AND BOTTLED WATER

Debbie Barnes, owner of Louis Flower Power Shop, has been a customer of Highbridge for many years. Not only does she have a water cooler at her home in Winchester but she also has a cooler at her Flower Power Shop located in Lexington.

Debbie has never really cared for soft drinks; says she prefers bottled water. She recalls the days back in the 70's when she and her husband would be out riding around and would stop at a gas station for something to drink and her choices were always soft drinks of some sort. Debbie recalls telling her husband "Maybe we should check into bottling water and selling it". Her husband said that would never work, who would buy bottled water? We wonder what he says nowadays about bottled water?

Debbie knows good water and also knows flowers and plants. You can hear her every Saturday morning from 8am to 10am on WVLK AM radio. With degrees in Ornamental Horticulture & Landscape Design you can be sure she knows her stuff

Louis' Flower Power Shop offers ideas for all seasons, especially at Christmas time with their great selection of Christmas trees and hand made wreaths. Debbie's business is located on Harrodsburg Rd. across from the Bellrieve Shopping Center.



FROM THE PRESIDENT'S DESK

(continued from front)

maintenance and utility of this age-old contraption.

Rain barrels are a perfect way to capture the hundreds of gallons of water that run off your roof during even the smallest of thunderstorms. By collecting this fresh, pure water in a tightly sealed barrel (tight to keep the critters out) you have a reserve to water the lawn (statistics show that landscape watering consumes about 40% of your total bill) to water your potted plants, for your pets, and for myriad other uses. And you go some way toward minimizing the runoff from lawn to storm sewers and the pollution that accumulates as the water rolls along.

Rain barrels are installed on your downspout. Some effort is required to set it up, and to make sure it doesn't become a mosquito haven, but you might want to consider the benefits and pleasure of introducing this "newfangled" old reliable to your garden.

If you Google "rain barrels" you may be shocked at your options.

Regards,

Linda Slagel

We Bet You Didn't Know

NIFTY (USELESS?) BITS OF INFORMATION WHEN CONVERSATION LAGS

In the interest of assuring that you, our Highbridge customer, is a well-informed individual, capable of making interesting conversation when most everything to be said has been said, we offer the following trivia. Enjoy.

- First toy advertised on television: Mr. Potato Head
- World's best-selling book: The Bible
- World's most shoplifted book: The Bible
- Animal responsible for the most human deaths worldwide: Mosquito
- Number of ways to make change for a dollar: 293
- Only substance on earth in three natural forms: solid, liquid, gas: Water
- Oldest tourist attraction in the U.S.: Niagara Falls
- Second oldest tourist attraction in the U.S.: Mammoth Cave
- Only waterfall to regularly display a moonbow: Cumberland Falls
- City where all Post-It-Notes are manufactured: Cynthia
- Only U.S. city with a meteor crater: Middlesboro
- Highest U.S. bridge over navigable water: High Bridge
- City where Mark Spitz' 1972 Olympic swimsuit was manufactured: Paris
- Hometown of sisters who wrote "Happy Birthday to You": Louisville
- Inventor of the radio, 3 years before Marconi: Murray's Nathan Stubblefield
- Months beginning with a Sunday always have: Friday 13th
- Oldest Vice President (71) to assume office: Alben Barkley of Paducah
- Only horse ever to beat the immortal Man o' War: Upset