





2330 Bryant St.  
Palo Alto, CA 94301



Polar Spring  
101 First St. #159  
Los Altos, CA 94022



### Thoughts on Polar Spring

Polar Spring suggests at least three images: the season, upwelling water, and an uncoordinated combination of a magnetic pole and a steel coil.

The latter two images play off the words individually and don't have an immediate set of associations together, but do suggest useful concepts. A pole for example is an extreme and implies an opposite extreme. It also brings to mind the possibility of an axis about which things turn or spin or revolve. The concept of the coil also suggests revolution, but a revolution with an element of progress---one breaks out of the same old cycle. One stops going in circles and instead spirals upward if the coil is a helix, or spirals upward or downward and towards a point or objective if the spring is conical.

In any event, the words polar spring conjure up images of movement, of flow, of transfer, maybe translation. The image of upwelling, clear water in particular suggest a lively, life-sustaining, bubbling up of value, of ideas, of sustenance. Springs are sacred---particularly thermal springs. (That leads us a bit afield, but it might lead to associations with other sacred things, such as home).

The seasonal polar spring brings to mind images of quickness, color, and enormous productivity as the long night turns to long day. It also brings to mind the movements of vast herds and flocks of creatures coming to take advantage of that productivity. The polar spring is itself very brief for it serves to usher in the polar summer--- the easy times in a hard life.

In sum, the words polar spring bring to mind positive images of growth, movement, upwelling life, high productivity, vigor, color, and life. While it leads immediately to thoughts of warmth following cold, it also suggests the image of cold water---intensely cold--- so it has uses for associations with both warmth and cold.

Buford Holt  
September 20, 1987



John Wiest's Birthday  
January 18, 1988











First Investors' Meeting  
July 22, 1988













The Great Dave's Back to School Party  
and Company Picnic  
August 19, 1988



















The Hunks of Polar Spring  
Photo Test of models for our first brochure  
November 23, 1988

















Team Retreat  
December 3, 1988





























Photo Shoot at Paul Dali & Joy McCully's house  
December 8, 1988



















Cheng m. Cheng  
Shirley Chang  
Sophia Chang





# SURPRISE Roast & Bon Voyage Party for Don Hendricks

as he prepares to bicycle around Australia and New Zealand

Sunday, January 8, 6:00 PM  
Gambardella's restaurant

Oak Grove Ave. between El Camino and the Menlo Park train station

Andy is making us a special feast, \$20.00/person incl. tip, tax, wine

Please call Germaine Cummings (408) 247-3464 to RSVP

John Wiest, another Polar Spring bicycle aficionado, will be selecting a wonderful gift to assist Don in his touring down under. Please send any contribution you would like to make c/o John at 1850 Clay, Apt. 502, San Francisco, CA 94109 by January 1st.



































































# NHMA89



























Investor's Meeting, January 1989







































## Agenda

- P.S. & "DOLBY"
- Williams-Sonoma
- Elkay June 5
- Sampo
  - Nishi
  - Kymel
  - Akira





Make sure your product  
is differentiated—  
Braniff





Be able to wait  
patiently for results -  
Ice fisherman



Plan to be in business for a  
long time with a simple, natural  
product — God

Winter Harvest - So Bristol ME. The annual  
harvesting of natural ice of sale purposes  
has survived for approx. 140 years on this  
Thompson family pond, despite the advent  
of artificial refrigeration. Principal present day  
customers are local fishermen + lobster shippers.













10 January 1989

Polar Spring Corporation  
has moved to:

501 Edison Way  
Menlo Park, CA 94025  
SA

Our telephone and  
telex numbers remain  
the same:

Phone: 415/368-2852  
Fax: 415/368-7892

We wish you a joyous  
and productive New  
Year. The entire team  
appreciates the  
encouragement you  
gave us in 1989.

1990 promises to be  
challenging, but with  
the on-going support  
of friends and  
associates such as  
you, we look forward  
to great success in  
the new year.

Happy Holidays!

*The Polar Spring Team*







































































