

## AUGUST SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

**29 YEARS**

Archie Strauman

**22 YEARS**

Leon McKie

**16 YEARS**

Jay Sharma

### *Near Miss*

As a Delta Air Lines jet was flying over Arizona on a clear day, the co-pilot was providing his passengers with a running commentary about landmarks over the intercom.

"Coming up on the right, you can see the Meteor Crater, which is a major tourist attraction in northern Arizona. It was formed when a lump of nickel and iron, roughly 150 feet in diameter and weighing 300,000 tons, struck the earth at about 40,000 miles an hour, scattering white-hot debris for miles in every direction. The hole measures nearly a mile across and is 570 feet deep."

From the cabin, a passenger was heard to exclaim, "Wow! It just missed the highway!"

### What's Inside This Month?

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*What to Do about Them*

*Why Are They Called the "Dog Days" of Summer?*

*August Offers!*

### *Thoughts from Richard Steed*

As August presses on, some of us put off thinking about the things we need to do in a few weeks—like all that “back to school” stuff. Being a lover of summer myself, you’ll get no argument from me over putting off these thoughts and duties till the last minute. And of course the kids, being infinitely wiser than we adults, are smart enough to put off such matters till the very last second, and squeeze every ounce of enjoyment from summer. That’s the way it should be. I know it was for me when I was a kid.

Over the years I’ve come across a few tips to help kids get back into the swing of things when the time comes. That way, they don’t have to worry about “getting ready” to get back into it. When the time comes, if you have school-age children, or know of any you want to help out, just give their parents this list.

These are also good ideas in general—for kids and adults alike.

1. Read – During long lazy summers kids’ attention spans tend to shorten. Reading will help win back some of that summer-atrophied attention. To make it co-participatory, read aloud or have kids read to you. This will help them focus. It will also help you sharpen your own focus, and lengthen your attention span for those challenging days at the office.

2. Make breakfast a priority – Kids and adults should avoid grabbing sugar-heavy breakfasts like kids’ cereals, donuts, or pastries. Spend a little more time to plan wholesome breakfasts for the week.

3. Lunch Prep - Good healthy menu planning will not only help you save time and money, but it will also help you stay on with nutritious lunch entrees for the week.

4. Lay Out Clothes the Night Before - Your mornings will go a lot smoother with your little ones (and for you!) when their outfits are already picked for the day. Don’t forget to pick your own outfit, too! Doing this will allow you to have more time to get to the office, and therefore to begin the day without stress or anxiety.

Now, fold this list away to a drawer (to be pulled out at the end of month) and go enjoy the summer without giving “back to school” another thought!

*Richard*

## SHRED 6 DRIVES FOR THE PRICE OF 5

One (1) Hard Drive shredded FREE for every five (5) you bring in during the month of August!

## 2nd Quarter Recycle Report

<b>Grand Total (lbs)</b>
<b>97,342,081</b>
<b>Trees Saved</b>
<b>827,408</b>
<b>Gallons Water Saved</b>
<b>340,697,284</b>
<b>Barrels of Oil Saved</b>
<b>438,039</b>
<b>Kilowats of Energy Saved</b>
<b>31,636,176</b>
<b>Cubic Yards Landfil Space Saved</b>
<b>160,614</b>
<b>Gallons of Gas Saved</b>
<b>8,030,722</b>
<b>lbs of Pollutants out of Atmosphere</b>
<b>2,920,262</b>

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*I can never fear that things will go far wrong  
 where common sense has fair play.*

— Thomas Jefferson

### Quick Tips: Organizing Tip

Do you ever find yourself home from a trip to the grocery store, only to find that you forgot to get an item you need? You can solve this dilemma by placing a notepad with a magnetic backing right on your refrigerator. Attach a pen or pencil with a string to the pad, and you'll always be ready to jot down any items you need to buy. Ask everyone in the family to make a quick notation when they use the last of anything. On your shopping day, tear off the sheet and add it to your grocery list. This way, you'll always be sure to get exactly what you need.

## August Holidays and Events

### Daily Observances:

- 1 Girlfriend's Day
- 1 Respect for Parents Day
- 1 World Lung Cancer Day
- 2 National Night Out
- 4 Coast Guard Day
- 4 Single Working Women's Day
- 5 National Underwear Day
- 6 National Mustard Day
- 7 National Lighthouse Day
- 7 Professional Speakers Day
- 7 Sisters' Day
- 9 International Day of the World's Indigenous People
- 10 National S'mores Day
- 12 Vinyl Record Day
- 13 International Left-Handers Day
- 13 Middle Children's Day
- 13 National Garage Sale Day
- 15 Best Friends Day
- 15 National Relaxation Day
- 16 National Roller Coaster Day
- 16 National Underwear Day
- 18 Bad Poetry Day
- 19 World Humanitarian Day
- 20 International Geocaching Day
- 21 Poet's Day
- 25 Founders Day
- 26 National Dog Day
- 26 Women's Equality Day
- 29 More Herbs, Less Salt Day
- 30 National Grief Awareness Day
- 30 National Holistic Pet Day

### Monthly Observances:

- Bystander Awareness Month
- Children's Eye Health and Safety Month
- Children's Vision and Learning Month
- Get Ready for Kindergarten Month
- Shop Online for Groceries Month
- National Spinal Muscular Atrophy Awareness Month
- National Traffic Awareness Month
- What Will Be Your Legacy Month

### Weekly Observances:

- 1-7 International Clown Week
- 1-7 National Bargain Hunting Week
- 1-7 National Minority Donor Awareness Week
- 7-13 Assistance Dog Week
- 7-13 National Health Center Week
- 15-21 National Aviation Week
- 25-31 Be Kind to Humankind Week

## PacBlog

### Why NOT to Put

#### Business Records in Self Storage

PacBlog is the monthly web log of Pacific Records Storage. To read this month's installment, please click the title below.

<https://pacific-records.com/why-not-to-put-business-records-in-self-storage>

You may also access the PacBlog at the URL below. There you will find this month's installment along with archives of previous installments.

<http://pacific-records.com/category/pacnews>

### Have A Question For Us?

We love to hear from all our good friends and clients who enjoy reading our monthly newsletter. If you have a question related to off-site document storage, shredding, media vaulting, or document imaging, please feel free to give us a call or send us an email.

(888) 893-6054 or [info@pacific-records.com](mailto:info@pacific-records.com)

**Do You Want  
To Win A \$25  
Amazon  
Gift Card?**



Each month we'll give you a new challenge of some type. All those who reply with a correct answer are eligible to win. At the end of the month we'll draw the name of one lucky winner.

Here is this month's challenge:

What kind of school would you find on top of a mountain?

**Last Month's Answer to:**

*What is the largest amount of money in US coins you can have without being able to make change for a dollar?*

**\$1.19 (3 quarters, 4 dimes, and 4 pennies).**

**Last month's Winner:**

**CINDY AFFELDT**

Email your answer to [info@pacific-records.com](mailto:info@pacific-records.com)

## Trivia Quiz: Undies!

August 5th is National Underwear Day. Test how much you know about these undergarments with this trivia quiz.

1. In 1987, Playtex broke new ground in underwear advertising by doing what?
2. According to researchers, who changes their underwear more often: married or single men?
3. In the 1930s, what U.S. city had so many textile and knitting mills that it became known as the "Underwear Capital of the World?"
4. True or false: In Thailand, it is illegal to leave your house without wearing underwear.
5. Coopers, Inc., using the Jockey name for the first time, sold the first of this type of underwear in Chicago in January 1935. What was it?
6. Where did boxer shorts get their name?
7. In the early 1900s, the standard undergarment for men, women, and children was made of knitted material and provided coverage from the wrists to the ankles. Today, we call them long johns. What were they originally called?
8. During World War II, what change to most men's underwear was made by manufacturers as a response to war shortages?
9. How many loincloths were buried in King Tut's tomb?
10. What underwear related tradition do Brazilian's practice on New Year's Eve?



"Do you pinky-swear to never share the company's trade secrets?"

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# ***Information Security Errors & What to Do about Them***

Does the possibility of information security errors keep you awake at night? You did everything possible to implement the best data security measures in your business, yet you still worry that something might go wrong. Here are a couple of common misconceptions that might be creating that anxiety:

## **Misconception #1: The goal is to be 100% secure**

When NASA sends astronauts on a mission, they pull out all the stops to make it the most safe and successful undertaking possible. But when Neil Armstrong made his world-renowned trip to the moon on Apollo 11 in 1969, he believed the odds were 50/50 that he would touch down on the moon's surface safely. Why? Because despite the fact that NASA had spent \$355 million on exceeding all expectations for training, preparing and executing a successful trip, there was still a high possibility that they would fail because of so many unknown factors. Everyone did the best they could with the information they had, and the budget was staggering.

You will never create a 100% information-secure environment, but even when you get close, the world will continue to progress and you will need to work to stay current. So implement your best security defenses, and be prepared for an information breach so you can minimize the damage.

Risk is everywhere, but you don't have to lose sleep over it. As the UK's former Prime Minister Benjamin Disraeli said, "I'm prepared for the worst but hope for the best." Work with your records and information management partner to create a risk management plan.

## **Misconception #2: Security depends on having the best technology available**

Utilizing current security technology is vital—and just plain smart. But technology isn't the primary defense mechanism. To use another aviation analogy, commercial aircraft continue to evolve and become more and more sophisticated, but accidents still happen. That's because about 80 percent of airplane crashes are due to human error, while only 20 percent are due to equipment failures. Information thieves are well aware that humans are the weakest link in the security chain. Use these suggestions to lower the likelihood of human cyber error:

- Block web browser downloads
- Learn to recognize email hacks and emails from non-contacts
- Never open email attachments
- Recognize scammers
- Double-confirm an email from someone you know should it seem suspicious
- Use a cloud-based document sharing system

Now that you know what to do about inevitable information security errors, you can sleep better at night.

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## ***Why Are They Called the "Dog Days" of Summer?***

The term "dog days of summer" is one that most people are familiar with. But do you know what it means? Technically, the "dog days of summer" run from July 3 to August 11, and are associated with the hottest days of the season.

The dog reference has to do with the night sky. Sirius, the brightest star in the summer sky, is in the constellation called Canis Major, which means "big dog." Ancient people living in the Mediterranean region believed that such a large star as Sirius generated heat, just as the sun does. During the days from early July to mid-August, Sirius is in conjunction with the sun. This means that it rises and sets, and is in alignment with, the sun. These ancient people thought that the heat from the sun was being joined by the heat from Sirius, causing much warmer days. They called this time of year the "dog days," after the constellation Canis Major.

Folklore about these unique days continued into relatively modern times. You can probably still find some older folks who remember the old wives' tale about fish losing their teeth during the "dog days of summer." With no teeth, the fish developed sore gums and were unable to feed until the return of cooler weather. This helped explain why fishing was so poor during the summer.

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### **TRIVIA QUIZ ANSWERS:**

1. Running television commercials with real lingerie models. 2. Married men. 3. Knoxville, Tennessee. 4. True. 5. Brief underwear. 6. From their resemblance to the shorts worn by professional fighters. 7. Union suits. 8. Elastic waistbands were replaced with a woven one secured by buttons. 9. 145. 10. They wear new underwear.

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