

## *Protecting Your Business Records from Disasters*

Hurricane season is here, and forecasters are expecting above-average storm activity. Even if you don't live in a hurricane-prone region, the start of the season is an important reminder to have a disaster recovery plan in place for your business. It's not just about hurricanes. Earthquakes, tornadoes, floods and other natural disasters happen unexpectedly. Without preparation, you could lose critical business documents and jeopardize the longevity of your business.

First, assess where your documents and files are stored. You can't protect information you don't know you have. Paper records stored in basements are especially vulnerable to water and mold damage, but even documents stored in file cabinets on an upper floor can be damaged by fire or water from fire sprinklers, plumbing or roof leaks. That's why disaster recovery experts recommend storing critical documents and files offsite in a facility where they're protected, yet easily accessible.

A commercial records center offers the ideal offsite storage solution for your documents and files. Your records are bar coded, tracked, and stored on high-density shelving units. Even if a disaster destroys your primary business, your documents and files are still protected. They can be retrieved anytime, even on short notice and after normal business hours, to support your disaster recovery efforts. Remember: You can't control natural disasters, but you can control how you protect your business information. Act now!

### What's Inside This Month?

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## *Thoughts from Richard Steed*

July is host to some of the hottest days of the year, yet stargazing on a clear night in late July I have often found myself reaching for that winter throw I thought I'd packed away for the season.

It's funny how one month can hold such opposite extremes. Kind of like the monthly releases

of economic data. One group of economists interprets one benchmark statistic one way while another group interprets some other benchmark a completely different way. One camp has us on the brink of a housing boom and a year-long bull run on the stock market, while another camp has the dollar collapsing and suggests that we convert our cash holding to gold and silver.

Upon researching the analysts, we find that their educational pedigrees can be traced back through the world's finest educational institutions, and that even those of opposing camps often graduated from the very same schools.

Not being a well-trained economist myself, but feeling quite satisfied at having performed due diligence by way of the foregoing research, I broke out something I was well-trained in many moons ago: 4th grade math. That's right. I added together all the "Booming Market" predictions and then subtracted out all the "Doomsdayer" forecasts and the result was 0 (though the collective educational tuition of the 20 analysts studied came to \$3.2M).

So, 0. Good. That means everything's going to go on pretty much as it has been, which means I can get back to enjoying my July. A dip in the lake will take the edge off a steamy day. Mom's knitted throw will stave of the chill on a late stargazing night.

And both are better than a bank account.

*Richard*



### 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)

# 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 July!

# JULY SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

**2 YEARS**

Robert Martinez

## ***Teamwork***

A minivan pulled into a campsite one evening. Three kids jumped out and began to quickly unload the camping gear. In just a few minutes, the family had set up the tent and the children were off gathering firewood. The mother and father set up the camp stove and unpacked the rest of the gear. Within 15 minutes, the entire campsite was set up and the kids ran off quickly.

A fellow camper came up to the mother and father and said, "I have to say, that is one of the best examples of teamwork I've even seen! How do you get your kids to help out like that?"

"Well," said the dad, "I have a system. No one goes to the bathroom until camp is set up."

## ***Quick Tips: Travel***

You may think that your bag claim slip is not really necessary, but it is crucial if you lose your bag. Without it, you cannot prove that you actually checked your bag. While most airlines will work with you if you lose your claim check, you should take good care of it in the event your bag is lost and you run into trouble with the airline.

Hanging on to your slip makes luggage recovery faster!

## ***July Trivia: Civil War***

1. What killed more men during the Civil War than wounds sustained in battle?
2. The melody of the popular Civil War ballad "Aura Lee" was later used for what twentieth century hit song?
3. What was the name of the play President Lincoln attended at Ford's Theater on April 14, 1865?
4. How many days did Confederate President Jefferson Davis spend at Fort Monroe prison?
5. How much was an enlisted man paid for providing his own horse in the war?
6. What was the only major Civil War battle fought in Florida?
7. What milk product, patented in 1856, was an important part of the diet of Union soldiers?
8. What was the principal weapon used in the Civil War?
9. Which state sent more men to war, in proportion to its population, than any other state?
10. How many horses were killed at Gettysburg?

*Answers on back page!*

## ***July Holidays and Events***

### **Daily Observances:**

- 1 Canada Day
- 2 I Forgot Day
- 2 World UFO Day
- 3 Compliment Your Mirror Day
- 3 International Plastic Bag Free Day
- 4 Independence Day
- 5 Workaholics Day
- 6 World Kissing Day
- 7 Tell the Truth Day
- 8 Video Games Day
- 8 Math 2.0 Day
- 9 Sugar Cookie Day
- 10 Teddy Bears' Picnic Day
- 10 Clerihew Day
- 11 Cheer Up the Lonely Day
- 12 Simplicity Day
- 13 Embrace Your Geekness Day
- 14 Pandemonium Day
- 15 Gummi Worm Day
- 16 Corn Fritters Day
- 17 Yellow Pig Day
- 17 World Emoji Day
- 18 Insurance Nerd Day
- 18 Caviar Day
- 19 Stick Out Your Tongue Day
- 20 Space Exploration Day
- 21 Junk Food Day
- 22 Ice Cream Day
- 22 Pi Approximation Day
- 23 Vanilla Ice Cream Day
- 24 Cousins Day
- 25 Culinaricians Day
- 26 Uncle and Aunt Day
- 27 Take your Pants for a Walk Day
- 28 Milk Chocolate Day
- 29 Lasagna Day
- 30 National Cheesecake Day
- 31 Uncommon Musical Instrument Day

## ***Quick Tips: Organizing***

You can give your bathroom an organizing boost by cleaning out your medicine cabinet. Contrary to popular belief, your medicine cabinet is not the best place to store medication. The heat and moisture in the bathroom can ruin it. Your medicine cabinet is put to better use by storing personal care items that you use regularly. Use small bins that fit on the narrow shelves to contain loose small items.

## PacBlog

### **Head-to-Head Comparison: Onsite vs. Offsite Shredding**

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/comparison-onsite-vs-offsite-shredding>

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>

***"I think everyone should go to college and get a degree and then spend six months as a bartender and six months as a cabdriver. Then they would really be educated."***

**— Al McGuire**

***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 a lucky name.

Here is this month's challenge:

I'm an odd number. If you remove a letter from my name, I become even. What number am I?

**Last Month's Answer to:**

*hat is the next number in this sequence: 2, 5, 9, 14 . . .*

**20**

**Last month's Winner:**

**KAREN LACY**

**ADMINISTRATIVE ASSISTANT/BILLING  
WANGER JONES HELSLEY PC**

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

## ***Green Living: Recycling***

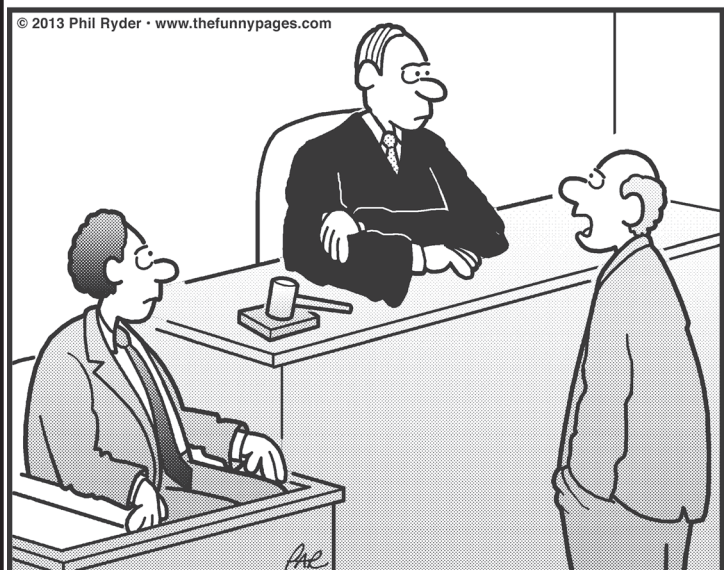
Does painting give you a headache? It could be the components in the paint. When buying paints, look for those low in volatile organic compounds (VOC). These compounds convert to gas at room temperature. This can irritate your lungs and cause allergic reactions in some people. There are some zero-VOC paints available. If you cannot find any in your area, be sure to get paints that keep the VOC level below 150 grams per liter.

## ***Cooling Off***

A customer in a restaurant was proving to be very demanding. He began to complain about the temperature and asked his waiter to turn up the air conditioning. About five minutes later, he asked for the air conditioning to be turned down. Then again shortly after, he demanded again that the air conditioning be turned back up. The waiter never uttered an impatient word, but walked back and forth after each demand for half an hour.

Finally, a nearby patron was so curious that he stopped the waiter and said, "You are so patient with that cad! Why don't you just ask him to leave?"

The waiter smiled and replied, "Oh, I don't care. You see, we don't even have an air conditioner."



But your honor, my client can't state his name for the record. As I've already explained, his identity has been stolen.

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## ***Cutting the Cost of Vet Care***

Every good pet owner wants to provide the best care for their animal companion. But veterinary costs can add up, making it hard to afford quality care. There are some ways to keep costs down while making sure your beloved pet is taken care of. These tips can help save you money on your pet's health care.

### **Get regular check-ups**

Don't skip your pet's annual exam in order to save money. It can end up costing you in the long run. Yearly exams are a great way to detect problems early instead of waiting for big problems to show up. You will also be giving your pet preventative care instead of only treating illnesses when they happen, which can be costly.

### **Feed your pet well**

High-quality pet food can be more expensive, but will help keep your pet healthier throughout his or her life. This can save you money on health care costs. Also be sure to avoid overfeeding your pet. Not only is this wasting money, but it can cause obesity which can then lead to health problems. Which will, in turn, cost more money.

### **Spay or neuter your pet**

There are long-term benefits to spaying and neutering your pet, including a decrease in the risk of uterine, ovarian, and testicular cancer. Many local shelters offer low-cost or even free spay and neuter services. Call your local shelter to find out if you qualify for reduced-cost services.

### **Consider pet insurance**

Finally, if you know that treating your pet's injuries or illnesses would be a financial hardship, you should consider purchasing pet insurance. Getting this coverage when your pet is healthy will ensure that you are better able to meet your pet's health care needs in the future.

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## ***Did You Know: Cell Phones***

July is Cell Phone Courtesy Month. So here we've included some cell phone trivia for your enjoyment!

- The first mobile phone call was made in 1973 by Martin Cooper, a Motorola employee.
- The first commercially available mobile handset was the Motorola DynaTAC, launched in 1984 at a cost of \$3,995.
- The world's first smartphone appeared in 1993 at the Wireless World Conference in Florida.
- Mobile phone towers and antennas are often installed and hidden into signs, clock faces, telephone poles, church steeples, and even fake plastic trees.
- The range served by each cell phone base station is about 10 square miles (26 square kilometers).
- China has the greatest number of cellphones of any country, followed by the U.S.

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## ***Scoring Last Minute Deals This Summer***

Traveling can be expensive, but there are some ways to get deals if you decide to head out of town on the spur of the moment. If you will be staying in a hotel, be sure to always inquire if there are any discounts available. It sometimes can be as simple as just asking. You should do some research first on the Internet to see what price range is being offered. Then call the hotel and politely ask if there is a lower rate available for a last minute booking.

If you have some flexibility in your travel dates, you can check to see if changing your arrival or departure dates by even just one day gives you a lower rate on airfare or hotel accommodations. When booking a hotel room, ask if there is a price difference between a room with a king-sized bed and one with two queen-sized or double beds. If you are flexible on this point, you may be able to score a deal.

Finally, be able to act quickly. You can sign up for email updates on deals from airlines and hotel chains. If you see a great deal, be ready to grab it. You should always read the fine print on any deal, but often these offers with short deadlines are the best way to travel on the cheap.

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### **TRIVIA QUIZ ANSWERS:**

1. Sickness. 2. Elvis Presley's "Love Me Tender." 3. Our American Cousin. 4. 720 days. 5. Fifty cents per day. 6. The Battle of Ousted near Lake City in 1864. 7. Borden's condensed milk. 8. A single-shot, muzzle-loading rifle. 9. Missouri. 10. Over 3,000.

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