

JULY SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

7 YEARS

Robert Martinez

4 YEARS

Eric Trost

This Month in History

- July 1, 1847 - The first U.S. postage stamps went on sale.
- July 2, 1788 - The U.S. Constitution was ratified by the required nine states, causing it to go into effect.
- July 4, 1884 - The Statue of Liberty was presented to the U.S. from France.
- July 6, 1919 - A British dirigible landed in Roosevelt Field in New York, becoming the first airship to cross the Atlantic.
- July 8, 1776 - The Declaration of Independence was read publicly for the first time by Colonel John Nixon in Philadelphia's Independence Square.

"Patriotism is supporting your country all the time and your government when it deserves it."

—Mark Twain

What's Inside This Month?

Thoughts from Richard Steed

Trivia Quiz: All About July

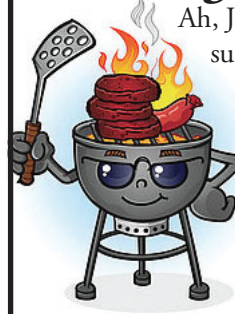
Want to Win a \$25 Amazon Gift Card?

Outsourced vs. In-House Scanning

How to Review Us on Google

July Offers!

Thoughts from Richard Steed



Ah, July—the sizzling heart of summer, where the sun's rays intensify, and temperatures reach their peak. As I soak in the warmth of this radiant month, I can't help but draw parallels to the world of Records Management. Yes, you heard that right! Just like July's contrasting elements, our industry encompasses a delightful mix of order and unpredictability. In the realm of records, some might say we're the guardians of knowledge, meticulously organizing and safeguarding information with unwavering precision. We are the maestros of structure, the maestros of efficiency. But let's not forget that even within this realm of order, unexpected surprises can arise, akin to the sudden desire for a winter throw when sitting out stargazing on a clear July night.

Records managers encounter our own share of contrasting perspectives. One group might see the digitization of records as the ultimate solution, while another champions the preservation of physical documents. Yet, amidst these diverse viewpoints, we find common ground—a dedication to providing clients with tailored solutions that suit their unique needs. We navigate through the labyrinth of regulations, ensuring compliance and security while embracing innovation.

We strive to balance the scales. We add the benefits of modern technology to the equation and subtract any inefficiencies that hinder progress. And what do we get? A harmonious blend of tradition and advancement, where our clients can reap the rewards of streamlined processes, enhanced accessibility, and reduced costs.

So, as we revel in the heat of July, and maybe a sizzling burger or two, let's embrace the parallels between this scorching month and the dynamic world of Records Management. Just as we adapt to the shifting temperatures, we adapt to the evolving needs of our industry. Together, we'll navigate the complexities, leaving no record unturned, and ensuring that the valuable knowledge entrusted to our care remains accessible to the right people and protected from the wandering eyes of those who might abuse it.

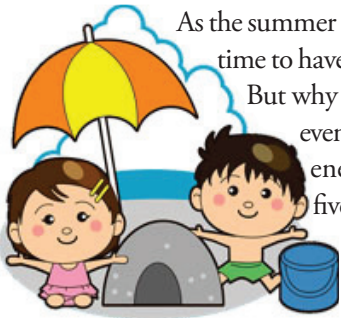
Here's to a July filled with the excitement of progress and the warmth of a well-managed record! Wishing you all a summer season that's perfectly balanced and flawlessly organized. Cheers!

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 July!

5 Ideas for a Green Fun-Filled July!



As the summer sun shines brightly, it's the perfect time to have fun and embrace the joys of July. But why not make your summer activities even more enjoyable by incorporating energy-saving practices? Here are five simple tips to help you conserve energy while having a blast this July.

Outdoor adventures: Take advantage of the beautiful weather and explore the great outdoors. Whether it's hiking, biking, or picnicking in the park, opt for nature-centered activities that don't rely on electricity. Not only will you save energy, but you'll also experience the rejuvenating benefits of spending time in nature. Turn off your air conditioner, head out for the day, and return in the evening when the day has cooled off.

Grilling delights: Fire up the grill instead of using the stove or oven. Grilling not only adds a delicious smoky flavor to your meals but also reduces the energy consumed by conventional cooking methods. Plus, it's a fantastic opportunity to gather with family and friends for a barbecue.

Energy-efficient cooling: Use fans and natural ventilation during cooler hours of the day. Instead of relying solely on air conditioning, strategically open windows and use fans to circulate fresh air.

Solar-powered fun: Embrace the power of the sun by incorporating solar energy into your outdoor activities. Invest in solar-powered chargers for your mobile devices, or even set up solar lights in your garden for an enchanting ambiance during evening gatherings.

Water-wise adventures: Cool off while conserving water by engaging in water-efficient activities. Consider visiting a local water park or community pool instead of using a personal pool that requires more water and energy!



Did You Know?
You can pay your
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Trivia Quiz Answers:

1.) Ruby 2.) Independence Day 3.) Bonnaroo Music and Arts Festival 4.) Cancer (June 21 - July 22) and Leo (July 23 - August 22) 5.) Tour de France 6.) Frida Kahlo 7.) Cycling race 8.) Summer 9.) Maple leaf 10.) J.K. Rowling

July Holidays and Events

Daily Observances:

- 1 Canada Day
- 2 World UFO Day
- 3 International Plastic Bag Free Day
- 4 Independence Day
- 5 Bikini Day
- 6 International Kissing Day
- 7 World Chocolate Day
- 8 Video Game Day
- 9 Nelson Mandela International Day
- 10 National Pina Colada Day
- 11 World Population Day
- 12 Malala Day
- 13 Embrace Your Geekness Day
- 14 Bastille Day
- 15 World Youth Skills Day
- 16 National Ice Cream Day
- 17 World Emoji Day / World Day for International Justice
- 18 Nelson Mandela International Day
- 19 National Hot Dog Day
- 20 International Chess Day
- 21 World Jump Day
- 22 Hammock Day
- 23 Parents' Day
- 24 International Self-Care Day
- 25 Global Drowning Prevention Day
- 26 International Day for the Conservation of the Mangrove Ecosystem
- 27 Walk on Stilts Day
- 28 World Hepatitis Day / World Nature Conservation Day
- 29 International Tiger Day / National Dance Day
- 30 International Day of Friendship
- 31: World Ranger Day

Monthly Observances:

- National Ice Cream Month
- National Grilling Month
- National Picnic Month
- National Blueberry Month
- National Hot Dog Month
- National Parks and Recreation Month
- National Watermelon Month
- National Culinary Arts Month
- National Cell Phone Courtesy Month
- National Independent Retailer Month
- National Horseradish Month
- National Tennis Month
- National Anti-Boredom Month
- National Vacation Rental Month
- National Wheelchair Beautification Month
- National Recreation and Parks Month

PacBlog

Proactive Approaches to Data Security

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/proactive-approaches-to-data-security>

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

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:

Why are the elephants in the circus so poor?

Last Month's Answer to:

"I can be cracked, played, told, or made. What am I?"

A Joke!

Last month's Winner:

ALAYNA RUDI

**** CONGRATULATIONS ****

Email your answer to info@pacific-records.com

Trivia Quiz: All About July

1. What is the birthstone for the month of July?
2. In the United States, which holiday is celebrated on July 4th?
3. Which famous music festival takes place annually in July in Tennessee?
4. In July, which zodiac signs are in effect?
5. What is the name of the major cycling race that takes place in July?
6. Which famous artist's birthday falls on July 6th?
7. What event is commonly associated with the Tour de France in July?
8. In the Northern Hemisphere, July is typically considered which season?
9. What is the national flower of Canada, often associated with July?
10. In the world of literature, which celebrated author's birth anniversary falls on July 31st?

Answers on Previous Page!



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"No, I mean I write songs about medicine. THOSE kind of medical records."

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Outsourced vs. In-House Scanning

Document scanning is a valuable tool that allows you to:

- Send digital copies of documents anywhere in the world
- Create backups of paper documents to protect against the originals being damaged
- Convert physical files into digital files for quick and easy storage, sorting, and retrieval

Current technology has made in-house scanning so affordable that you may be wondering why anyone would consider outsourcing a scanning project. Here are three factors to help you determine whether outsourced or in-house scanning is the better decision for your next scanning job.

1. Quality

The quality you require for your scanning project may help determine whether you DIY or outsource it. Ask yourself:

- Do I need to scan a lot of pages quickly, or only a few?
- Am I scanning high-quality photos, or text-heavy documents?
- Do I need the highest resolution available, or does the image file size need to be limited for sharing or storage?

These questions will help you decide whether or not to use the services of a professional scanning company. In a professional scanning service, trained scanning technicians apply their knowledge and skills to prepare, scan, include optical character recognition (OCR) and indexing ability, and assure the finished quality you require.

2. Time

If you regularly scan large quantities of documents, are in the process of having all your active documents scanned to digital format, or want to scan archival documents, outsourcing the job will save you a great deal of valuable time and ultimately, money. It is time-consuming to scan large quantities of documents properly.

If you choose to scan in house, you will need to assign a staff member to spend hours and possibly days scanning, sorting, and managing the entire process. If you outsource the job to a professional scanning service, you'll free up your staff members to do the core tasks that allow your business to operate efficiently.

3. Equipment

Desktop scanning equipment can make in-house scanning easy and affordable for small quantities of standard-size documents. But some jobs might require large or specialized equipment and software that isn't an option for you. Most desktop scanners cannot scan oversize documents, some cannot scan to the resolution you need, and many do not allow for swift load-in.

Both outsourcing and in-house scanning can be viable solutions depending on your situation. If you consider the three factors we've shared here, you'll be on the right track to make the better choice for your company.

How to Review Us on Google

Thank you for being a client of Pacific Records Management!

As the online world grows and expands, one thing we rely on for business is client reviews. These reviews help us to achieve better ranking in search engines. Would you be willing to review our company? We've provided the links below with easy instructions to submit your review.

Thanks in advance for taking the time to help us! We appreciate your business and it is a pleasure to serve you.

Please go to the appropriate link below for your service area:

Sacramento: bit.ly/sac-review

Modesto: bit.ly/mod-reviews

Stockton: bit.ly/sto-review

Fresno: bit.ly/fres-review



You will be directed to a login screen for Google. If you're logged into your Google account, you will see a review window, and your review will be posted using your Google ID. If you do not have a Google account, click on the blue "Create account" link to create one.

Choose the rating that best represents your opinion of our company and the service we provide. Then in the open box area, please add a description to support your rating. Be sure to click the blue "Post" button when you're finished.

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