

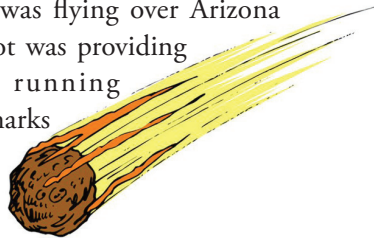
Have A Question For Us?

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

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!

"Nothing astonishes men so much as common sense and plain dealing."

— Ralph Waldo Emerson

What's Inside This Month?

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August Offers!

Thoughts from Richard Steed

As August marches forward, 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 track 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!

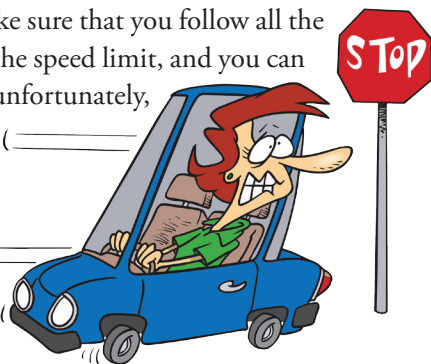
Richard

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!

Good Driving is Not Enough

It makes sense—you make sure that you follow all the traffic safety rules, obey the speed limit, and you can avoid an accident. But unfortunately, that is not enough. The best drivers will still encounter bad drivers, sometimes with terrible consequences.



Many times it's the "good" drivers—those who are not at fault in an accident—who are killed. How do you protect yourself from the other drivers on the road?

Head-on collisions are the most dangerous of all accidents. Surprisingly, the vast majority of head-on collisions do not occur at night or in bad weather, and about 63 percent of head-on accidents occur not on curves or when passing, but when the driver is steering straight. Often these drivers are distracted by others in the car, talking on a cell phone, texting, or tuning the radio. And in good weather, drivers let down their guard, not driving as carefully as they do when the roads are wet or icy. Your best bet to avoid these types of drivers is to avoid the types of roads that make them so dangerous. If you have a choice, a highway or a large road with medians is always safer than one without. Contrary to what many people believe, highways are the safest means of travel. Only 14 percent of all traffic fatalities occur on major highways.

You may stop at every stop sign, but you know from experience that not everyone else does. Want to protect yourself from those stop sign runners? Then take it slow. Approach all intersections with caution. Watch other cars to make sure they are slowing and coming to a stop. And most importantly, watch the other driver. If he or she is not looking your way, wait until they do, so you know they've seen you.

Red light running is an even deadlier problem. At a busy intersection, drivers will run a red light every five minutes on average. Red-light running is on the rise, with fatal accidents at red lights increasing three times the rate of all other types of deadly crashes. Again, your best bet here is to take it slow. Even if your light has turned green, take a moment to look left and right before proceeding through the intersection. Don't consider that yellow light a reason to speed up. Brake on yellows to avoid becoming a red light runner yourself.

Combining these strategies with the basic precautions of looking far ahead and staying alert when you drive can help you from becoming a victim of the bad drivers on the road. But no matter how good a driver you are, don't forget to wear your seat belt every time you drive.

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
- 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

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

Monthly Observances

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

PacBlog

The Top 10 Benefits of Document Scanning

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

<http://pacific-records.com/top-10-benefits-document-scanning>

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>

AUGUST SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

24 YEARS

Archie Strauman

17 YEARS

Leon McKie

11 YEARS

Jay Sharma

Do You Want To Win A \$25 VISA 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:

In this month's cartoon (to the right), what, exactly, is strange about the depicted weather?

Last Month's Answer to: *Why do golfers always carry an extra pair of socks?*

"In Case they Get a Hole in One."

Last month's Winner:

**EDELTA CAMARA
GALLO GLASS COMPANY**

Email your answer to info@pacific-records.com

"Nothing astonishes men so much as common sense and plain dealing."

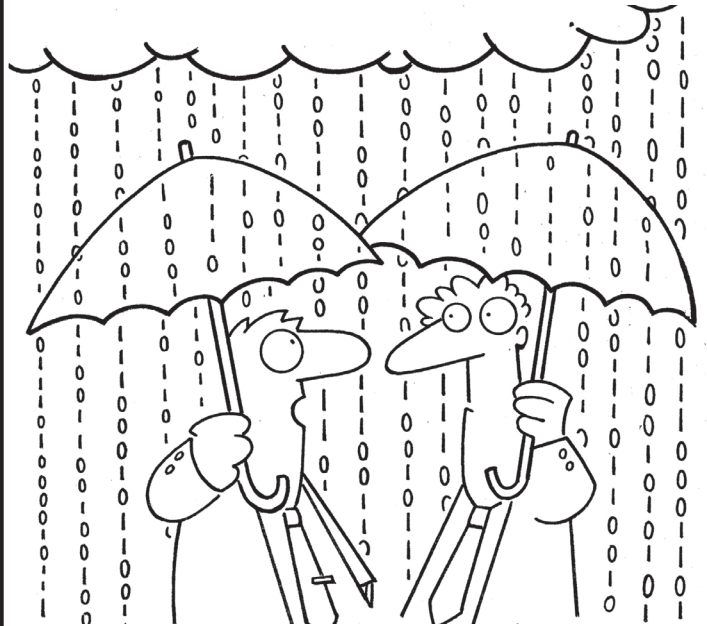
— Ralph Waldo Emerson

Bumper Sticker Humor

- I used to have a handle on life, but it broke.
- The buck doesn't even slow down here.
- You can't be late until you show up.
- Never answer an anonymous letter.
- The probability of anything happening is in inverse ratio to its desirability.

Quick Tips: Green Living

Cat litter that is mostly made of clay is produced from materials that are most often obtained using strip mining techniques. This process can destroy large areas. There are some more environmentally friendly alternatives to clay-based litter. These include silica pearls, newspaper, ground corn cobs, pine sawdust, kenaf pellets, and other cellulose fiber products. To introduce a new type of litter to your cat, gradually replace more and more of your current litter with the new product until you've switched over completely.



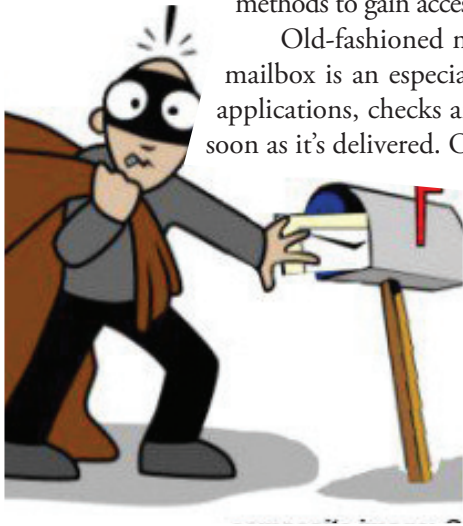
"I don't know much about cloud computing, but I think it might be responsible for the strange weather we're having."

3 months FREE secure Destruction service

Get 3 months of free Secure Destruction service when you sign up for a new Secure Destruction account with a one-year agreement. Just mention this coupon! Email info@pacific-records.com for more information.

Low-Tech Identity Theft Schemes To Be Aware Of

Identity theft can happen in many ways, although these days, online methods are the most popular. But thieves still rely on low-tech methods to gain access to personally-identifiable information, so don't let your guard down!



Old-fashioned mail theft is one of the easiest ways for a criminal to steal your identity. An unsecured mailbox is an especially easy target; anyone can walk up to a home or business and steal bills, credit card applications, checks and other sensitive mail. If your mailbox doesn't have a lock, try to collect your mail as soon as it's delivered. Outgoing mail should always be dropped in a USPS mailbox or at the post office.

Criminals also dig through trash and recycling receptacles looking for carelessly discarded paperwork, so you should always shred your documents before disposing of them. Using a professional paper shredding service is the most secure way to destroy your documents, since confidential paperwork is collected at your home or place of business and destroyed on-site while you watch—or securely transported to a shredding plant for destruction.

Phone fraud, also called “phishing,” is one of the oldest identity theft tricks in the book, and criminals still use it to steal personal information. Never give your social security number, credit card or banking information over the phone unless you initiated or were expecting the call. Protect yourself from unsolicited phone calls by signing up for the [National Do Not Call Registry at DoNotCall.gov](http://DoNotCall.gov).

Don't underestimate the threat of low-tech identity theft. The consequences can be just as damaging as high-tech schemes.

Disaster Preparedness for Seniors

Being prepared in the event of a disaster is important for everyone. Seniors may need to take some extra precautions to ensure they are safe and ready. Review these guidelines now to ensure you are ready in the event of an emergency.

- Realize you may be on your own for a period of time. Don't count on getting the assistance of others, at least not right away.
- Go over what resources you use on a daily basis. Come up with alternatives in the event you're unable to access them.
- Keep an emergency kit available. This should include water, food, a battery-powered radio, extra batteries, flashlight, first aid kit, dust mask, can opener, and a cell phone.
- Keep a good supply of prescription medication. Don't let your supplies get too low before refilling them. If you wear glasses, place an extra pair in your emergency kit. Keep extra batteries for hearing aids as well.
- If you have a pet, keep extra supplies on hand for him or her, too. This includes a supply of food and extra water.
- Keep a list of phone numbers of local emergency services and your family and friends. Place a copy of this list in your emergency kit.

Back to School Safety Tips for Parents

There are some simple things you can do to help your kids be safe as they head back to school. Take a moment to go over this list of safety reminders.

- Your child should know his or her address, phone number, your cell phone, work, or other contact number, and how to use 911 in case of an emergency.

- Plan a safe route to school or the bus stop, choosing the most direct way with the fewest street crossings. Tell your child to stay on this route and review safe street crossing procedures. Teach your child to pay attention to the crossing guards, and remind him or her to be especially careful during bad weather. If possible, your child should always walk or bike to school with a buddy.

- Your child should be instructed to never talk to or accept rides or gifts from strangers. Discuss what a “stranger” is with your child. Many children consider a “stranger” to be someone who looks menacing, but a stranger is simply anyone that your child doesn't know or trust. If they do have an encounter with a stranger, they should report this to you right away.

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