

One Man's Trash . . .

. . . is Another Man's Treasure

You may want to think twice about tossing that supposedly useless document in the wastebasket. Your trash is possibly your company's most important source of valuable information. Thieves seeking corporate and consumer information already know how lucrative it can be rifling through dumpsters for trade secrets, credit card numbers, and tax identification information.



Most likely you've heard news stories highlighting these occurrences of data breaches and stolen information – they aren't surprising, considering the “throw away” mentality of *continues on page 3*

Thoughts from Richard Steed

Have you been waiting for August to come? Maybe you've got a pool party, family vacation or reunion planned. Maybe not. But even if you haven't been waiting for August, odds are you have been waiting for something.

“Waiting” for certain things to begin (a birthday, holiday, anniversary), or certain things to end (mortgage payments, a droning speech, or the mail carrier to drop a hefty check into your box) are commonplace.



It's as if waiting is built into our DNA. It's normal to be waiting for the rainbow after the downpour and waiting for a big slice of birthday cake after the candles are extinguished. Problem is that often when the waiting is over we have an all-too-brief spot of glee and then we hunker back down and start waiting again.

Of course having a positive goal is a good thing! It keeps us moving, keeps us motivated and keeps us on track. Yet savoring the sweet smile from our partner as we walk in the door each night or clutching those kids for a shining moment each morning? Goodness, we don't want to wait to do that.

I haven't waited to tell you how much we enjoy taking care of your data storage and security needs, but still I don't think it hurts to reiterate it. So thanks again for the pleasure!

Oh, and wait until you see next month's newsletter.

Richard

What's Inside This Month?

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Win a \$25 VISA gift card!

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AUGUST SPECIALS!

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

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.

The History of Kites

Although the exact date and origin of kites is unknown, it is believed that they were flown two thousand years ago in China. The first known recording of a kite in flight was a military maneuver from 200 B.C. Chinese General Han Hsin flew a kite over the walls of a city he was preparing to attack. From the length of the line, he determined how far to tunnel under the walls to get into the city. Their surprise attack gave the army the victory.

Kites eventually began to take on a cultural significance. They were used to dispel evil spirits, to bring good luck, and to send offering to the gods, but eventually, they were used for other purposes, including as vehicles, scientific research tools, and, of course, for recreation. Benjamin Franklin, Alexander Graham Bell, and the Wright brothers all used kites to study the wind and weather. In 1822, a school teacher named George Pocock used two kites to pull a carriage, sometimes up to 100 miles per hour. Kites were used in World War I, but were soon replaced by airplanes. In World War II, kites were used again as recovery beacons and target practice.

Today, kites are mainly used for recreation. They are made from new materials such as nylon, fiberglass, and carbon graphite. In 1972, the toy dual-line kite was introduced, and a sport was born. New developments in the sport include kite sledding and the newest high-speed sport, kite surfing. If it has been awhile since you've tried a kite out, take time to enjoy the improvements of kites and the fun of kite flying.

Green Living Tip

Your refrigerator and freezer can consume up to one-sixth of your total home energy usage. If you are in the market for a new refrigerator or freezer, be sure to carefully examine the energy-efficiency ratings of each option. To maximize your energy efficiency at home, set your refrigerator to 37 degrees and your freezer to 3 degrees.

Healthy Living Tip

Take a few minutes each day to stop and reflect on your life. You can spend some time practicing gratitude. This helps give you some perspective and improves your ability to handle life's challenges. Remember that you have the power to control your thoughts.

August Events

- 1 Girlfriend's Day
- 4 Coast Guard Day
- 5 Sisters Day
- 6 Hiroshima Day
- 7 National Night Out
- 8 Sneak Some Zucchini Onto Your Neighbor's Porch Night
- 9 Veep Day
- 11 National Garage Sale Day
- 12 International Youth Day
- 12 Vinyl Record Day
- 13 International Left-Handers Day
- 14 Navajo Code Talkers Day
- 15 National Relaxation Day
- 18 International Geocaching Day
- 18 Serendipity Day
- 19 National Aviation Day
- 21 Poet's Day
- 22 Be an Angel Day
- 25 Kiss and Make Up Day
- 26 National Dog Day
- 28 Race Your Mouse Around the Icons Day
- 29 More Herbs, Less Salt Day
- 30 National Holistic Pet Day

August is also . . .

- Black Business Month
- Children's Vision and Learning Month
- Get Ready for Kindergarten Month
- National Immunization Awareness Month
- Spinal Muscular Atrophy Awareness Month
- What Will Be Your Legacy Month

Famous August Birthdays

- August 1** - Francis Scott Key, 1779
- August 4** - Barack Obama, 1961
- August 5** - Neil Armstrong, 1930
- August 8** - Dustin Hoffman, 1937
- August 11** - Alex Haley, 1921; Hulk Hogan, 1953
- August 12** - Cecil B. DeMille, 1881
- August 13** - Alfred Hitchcock, 1899
- August 14** - Steve Martin, 1945; Danielle Steel, 1947
- August 15** - Napoleon Bonaparte, 1769; Ben Affleck, 1972
- August 16** - Madonna, 1958
- August 17** - Davy Crockett, 1786; Mae West, 1892
- August 18** - Meriwether Lewis, 1774
- August 19** - Orville Wright, 1871
- August 22** - Ray Bradbury, 1920; Cindy Williams, 1947
- August 26** - Mother Teresa, 1910; Macaulay Culkin, 1980
- August 27** - Lyndon B. Johnson, 1908

One Man's Trash
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most organizations. Even with a focus on recycling, confidential documents that should be shredded are instead thrown into a recycling bin, thus exposing unnecessary risks.

Controlling what does and doesn't go into the trash can be a daunting task for even the most organized businesses. Even if you invest in and supply your employees with office shredders, that doesn't necessarily mean they'll be utilized. Feeding documents through a shredder takes time, and requires removing staples, paper clips, etc., which makes tossing them into a trash receptacle even more appealing.

Luckily, a professional document destruction company can provide your business with a system and equipment to facilitate secure and sound information disposal. They can strategically place secure shred collection containers throughout your business facilities, making it easy for your staff to dispose of confidential information. Once the containers are filled, the contents are immediately shredded. The whole process ensures that private documents and files are kept out of the dumpster and away from individuals looking to steal your business data.

Pacific Records helps businesses throughout Sacramento, Stockton, Modesto, Napa and Solano Counties protect their confidential information.

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:

Riddle: Moon is, lunar isn't. Green is, red isn't. Carrot is, lettuce is, but celery isn't. Riddle is . . . ?

Last Month's Answer to: *What demands an answer, but asks no questions. What am I?*

A TELEPHONE

Last month's Winner:

KELLY RICE

OFFICE ADMINISTRATOR

META VISTA CONSULTING GROUP

Email your answer to info@pacific-records.com

Cruel Golf Facts

- The average golf handicap has not improved in the past 20 years, despite advanced golf instructors, instruction videos and books, improved courses, and improved golf balls and equipment.
- The odds of making two holes-in-one in a round of golf are 67 million to one.
- On an average, Tour players hit only seven fairways per round. They hit 12 greens in regulation. They only make 50 percent of their six footers.

AUGUST SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

15 YEARS

Archie Strauman

13 YEARS

Leon McKie

7 YEARS

Jay Sharma



Get 5 FREE Storage Cartons!

Buy 25 or more Pacific Records Management cartons and get 5 free anytime in August with mention of this coupon!

August Travel Deals

If you haven't found time yet to take a break from work, August is a great time to vacation. It may seem like it is still peak travel season, but the further you get into August the better it can get. Not only can you find some last minute deals, but the crowds thin down, making for a more pleasant trip.

One reason August is a great time to get vacation deals is that many airlines, resorts, and popular travel destinations are reassessing their earlier estimates of the number of customers they expected. You can take advantage of unsold airline seats,

hotel rooms, and resort packages that these companies expected to sell but did not. There are also cancellations to pick up. With gas prices expected to stay high through the end of summer, many people are vacationing closer to home, so you can often pick up great unsold last minute deals.

The key to getting great deals is flexibility. If you are able to travel on short notice and can choose from several dates you will have better luck snagging a deal. Looking around at different locations can also lead you to some great bargains.

Things to Do Now . . . to Save You Money in the Long Run

Want to keep more of your hard earned money? Who doesn't? Sometimes people avoid some simple things because they can't see the benefit immediately. But you can save yourself some money in the long run. Begin today with these simple ideas to benefit your future.

Buy insurance

Car, renters, homeowners, and disability insurance generally don't pay off unless you really need them. However, in the case of an accident or catastrophe, these types of insurance policies become invaluable. Don't neglect to spend a little now to ensure that you are protected.

Pay off your debt

The benefits of debt-free living are clear to everyone. But that debt that you are carrying could be costing you more than you think. Say you have a balance of \$5000 on a credit card at 18% interest. If you make the minimum payment only each month, it will take you almost four years to pay off this debt. You will also pay \$1,983.61 in interest on top of the \$5000 balance! Paying off balances on credit cards as soon as possible can add up to literally thousands more dollars in your pocket.

Work on your savings

It doesn't make much sense to place money in savings when the interest you are paying on your debt is higher than the interest you make from a savings account. But it is always helpful to have money put away for emergencies. Then, instead of running up your credit cards again, you will have funds to help you through difficult times. Once you do have your debt paid off, focus on ways to get the most out of your savings. Learn about the different options you have for your money and the tax benefits you'll get from each. If you are unsure which options are best for you, get the help of a financial advisor.

Exploration

The teacher was going through a geography lesson with her class and pulled down the large map at the front of the classroom. She pointed to David and asked him to go to the map and point to North America. David successfully found it.

"Correct!" said the teacher. "Now class, can you all tell me who discovered America?"

The students shouted together, "David!"

Dumb and Dumber

The geography teacher was going over the lesson when she asked where the most uneducated people in the world lived. Katie put up her hand and the teacher called on her.

"In New York City," said little Katie.

"New York?" asked the teacher. "Why do you say that?"

"Well, in our book, it says that the population in New York is the most dense."

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