

### *In-House Vs. Outsourced Scanning*

Answering the question, “Who will do the scanning?” is the first step in implementing a successful document scanning solution. Time, cost, security and a handful of other factors should be considered before starting your project.

A desktop unit or multifunction printer may be fine for scanning a few files in-house, but for a large volume of documents, a high-speed scanner and sophisticated document management software is needed. But these tools can cost tens of thousands of dollars—an amount that’s hard to justify if you’re on a budget. Luckily, there are no equipment costs when using an outsourced scanning solution; you only pay for the pages scanned.

With in-house scanning, you and your staff handle the entire scanning process. Staples, paper clips and sticky notes have to be removed from each document. Imaging, indexing, data entry and quality control is all up to you. Privacy is also a concern, especially when scanning sensitive documents. Using employees to scan can put your confidential client, employee and financial information at risk.

Outsourced scanning uses screened professionals to convert your paper documents into digital files. Your documents are organized, prepped and indexed for you. A thorough quality control process is used to verify the quality of each scanned image. Your scanned documents are converted to the file format of your choice and made searchable with optical character recognition (OCR) software.

Outsourced scanning offers a secure, efficient, and cost-effective solution for going paperless.

#### What’s Inside This Month?

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### *Thoughts from Richard Steed*

July is finally here . . . which means SUMMER! Sure, we all know summer really began on June 20th, but July marks Summer-for-Real with Independence Day celebrations kicking off the summer festivities. Fireworks anyone?



When I think of July, I think about enjoying longer days with friends and family, relishing pleasant strolls on warm summer nights, and dusting off the ol' grill for the summer's premier barbecue!

The upcoming months are sure to bring many pleasantries, and maybe even some fond memories of summers past, sure to inspire nostalgia. Maybe even a distant childhood memory to warm you on one of those crisp late-July nights.

So what are you waiting for? Go ahead . . . compose that out-of-the-office-until vacation response for your emails and take that well-deserved time off. Enjoy your vacation with the peace of mind that comes with knowing your most confidential records are in our safe hands. Worry about nothing. Have a great summer!

*Richard*

*No soul is desolate as long as there is a human being for whom it can feel trust and reverence.*

—T.S. Eliot

#### 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*

**4 YEARS**

Matt Anderson

### ***Heat-Proof Your Potted Plants!***



High temperatures are not only hard on we humans, but they can be tough for our plants as well. Whether you have plants indoors, outdoors, or both, there are some simple things you can do to help them survive these hot days.

In general, house plants prefer an environment between 70 and 80 degrees, with nighttime temperatures about 10 degrees cooler. Try to keep your potted plants out of direct sun during the hottest time of the day, especially if they are in a south-facing window. However, be aware though that some plants require several hours of direct sunlight each day to thrive.

Water your plants properly. Potted plants should be watered when the soil begins to feel dry. If you overwater your plants, they are more subject to wilting and disease. Underwatering your plants, of course, is also not good for them. You should plan on watering more often as the weather heats up.

If your outdoor potted plants are not thriving, consider moving them to a more protected location. Outdoor plants tend to lose water more easily, as they are more exposed to heat and wind than their indoor cousins. Try using plastic pots instead of terra cotta or unglazed ceramic pots. These will hold moisture more readily. Watch for pests also, as warmer weather brings more bugs. Inspect your plants regularly for any signs of insects and consider using environmentally-friendly pest controls if you do find any critters!

### ***By the Numbers: Organic Food***

- Organic food represents about 4.25% of the total food sold in the United States.
- Only 3% of dairy cows' milk production is organic.
- About 44% of organic food sales take place 100 miles or less from an organic farm.
- Seven percent of organic food is sold directly through organic farm stands.
- U.S. organic cropland takes up only 0.6% of all cropland in the United States.

*Source: U.S. Dept. of Agriculture's Economic Research Service*

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

### **Daily Observances**

- 2 International Day of Cooperatives
- 3 Compliment Your Mirror Day
- 3 Stay Out of the Sun Day
- 4 Independence Day
- 6 Take Your Webmaster to Lunch Day
- 7 Father-Daughter Take a Walk Together Day
- 7 Tell the Truth Day
- 9 Bald is In Day
- 10 Don't Step on a Bee Day
- 11 International Town Criers Day
- 11 World Population Day
- 13 Embrace Your Geekness Day
- 13 Gruntled Workers Day
- 16 National Woodie Wagon Day
- 17 National Ice Cream Day
- 18 National Get Out of the Doghouse Day
- 18 Nelson Mandela International Day
- 20 Take Your Poet to Work Day
- 22 Rat Catchers Day
- 23 Hot Enough For Ya Day
- 23 National Day of the Cowboy
- 24 Auntie's Day
- 24 Cousins Day
- 24 National Drive-Thru Day
- 24 National Tell an Old Joke Day
- 27 National Korean War Veterans
- 27 Take Your Houseplants for a Walk Day
- 27 Walk on Stilts Day
- 28 World Hepatitis Day
- 30 International Day of Friendship
- 30 World Day Against Trafficking in Persons

### **Weekly Observances**

- 10-16 National Farriers Week
- 10-16 Sports Cliché Week
- 17-23 Captive Nations Week
- 18-25 Restless Leg Syndrome Education and Awareness Week
- 23-31 National Moth Week

### **Monthly Observances**

- Bioterrorism/Disaster Education and Awareness Month
- Cell Phone Courtesy Month
- Herbal/Prescription Interaction Awareness Month
- International Alopecia Month for Women
- International Zine Month
- National Doghouse Repairs Month
- National Bikini Month
- National Grilling Month
- National Horseradish Month
- National Hot Dog Month

## PacBlog

### Why Offsite Records Storage Beats In-House Storage Every Time.

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/offsite-records-storage-beats-house-storage-every-time>

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>

### Bumper Sticker Humor

- Gravity always gets me down.
- It's bad luck to be superstitious.
- Honk if you like peace and quiet.
- Always go to other people's funerals, or they won't go to yours.
- The more things change, the more they stay insane.

*Don't judge each day by the harvest you reap but by the seeds that you plant.* —Robert Louis Stevenson

### 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:

Why do golfers always carry an extra pair of socks?

**Last Month's Answer to:** *What do you call a snowman in the summer?*

**"A Puddle"**

Last month's Winner:

**AGUSTIN PALACIOS  
CDFA**

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

### Quick Tips: Organizing

Entertaining outdoors during the summer can be a pleasure, but it can involve more work and risk than entertaining indoors. To make things easier and safer, organize your outdoor living space. Clean your grill and stock a cabinet nearby with all your barbecuing tools. Have an ice chest handy to minimize trips into the house for beverages. Place all of your gardening tools, equipment, and chemicals out of sight in a shed or storage container. Finally, store your hose in a hose pot or on a rack off the ground to minimize trips and stumbles.

*"Some people ask the secret of our long marriage. We take time to go to a restaurant two times a week. A little candlelight, dinner, soft music and dancing. She goes Tuesdays, I go Fridays."*

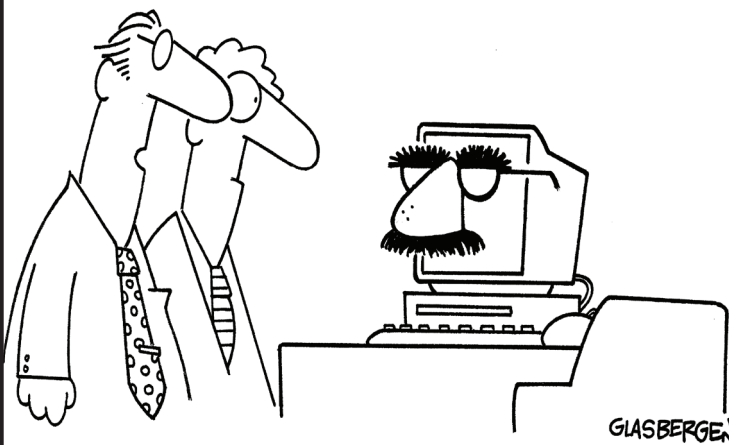
— Henny Youngman

### Quick Tips: Green Living

Trouble with ants? Instead of reaching for that can of insecticide, pour a small bottle of peppermint oil into a pump spray bottle, add a few drops of dishwashing liquid and top off with cold water. Recap it and give it a couple good shakes. Spray porch seats, benches, and other outdoor items and furniture to keep ants away without harming the environment.

A ring of coffee grounds around sensitive plants can discourage ants from investigating them.

Big ant problem? Pouring boiling water into a nest kills ants and eggs as effectively as any chemical.



"I'm sure there are better ways to disguise sensitive information, but we don't have a big budget."

## 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](mailto:info@pacific-records.com) for more information.

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# Summer Safety

Every year, the end of school means fun in the sun for children, but it can also bring its share of hidden hazards. To be sure that your child stays safe this summer, don't forget these simple reminders.

1. Children should never be left unattended near water. A small child can drown in even a few inches of water.
2. Your child should always wear a helmet when biking, riding a scooter, rollerblading, or skateboarding. Teach your child the basic rules of the road and caution him or her to always be aware of traffic on roads and in parking lots.
3. Excess sun exposure is always a concern in the summer months. Use a sunscreen of SPF 15 or higher every time your child goes outdoors. During the hours of 10:00 a.m. to 4:00 p.m., when the sun is strongest, limit time in direct sunlight.
4. Remind your child of playground safety. Children should not climb on the outside of play equipment and should never walk in front of or behind moving swings.
5. When grilling, be aware of people around you. Curious children especially need to be supervised and taught not to run or play around a barbecue grill. They should never touch a grill. Have water available when grilling in case of accidental fire.
6. One of the number one causes of injury from barbecue grills is a burn, not from the flames, but from gas bursting from an improperly seated valve when connecting or disconnecting the gas line. Be double sure the valve is properly threaded before tightening.

With a little common sense and some simple precautions, you and your family can make this a safe and fun summer.

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## Decorating Ideas for Small Spaces

Anyone living in an apartment or small home faces decorating challenges. If you find you have more stuff than space, and your home is feeling in need of a face-lift, try these ideas on for size.

Start by prioritizing how you use your space. If you work at home, you'll need to provide for a workspace. If you like to entertain, you may want the versatility of a fold-up table and extra chairs. Include only essentials in certain parts of your home. For example, your bedroom really requires only a bed, a nightstand, a lamp, and some art or simple accessories.

A smaller space doesn't necessarily mean you need small-sized furniture. This often only emphasizes the smallness of the room. Look for furniture that serves more than one function. For example, a chest can be used as storage while serving as a coffee table. Futons, day beds, or pull out couches can provide additional sleeping spaces at night. Also, since your floor space is limited, think vertical. Use tall bookcases, rather than shorter ones. A tall organizer can be placed on a desk to provide more storage space.

Finally, get creative. In addition to finding new storage solutions, remember to decorate in a way that makes your rooms seem larger. Eliminate clutter, use mirrors to add size to a room, and accessorize with lots of color.

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## Did You Know: Swimsuit Trivia

July is National Bikini Month! Here are some interesting facts about swimsuits and their history.

- Swimsuits in the Victorian era were fashioned like dresses and constructed of heavy wool.
- The first modern swim trunks were introduced in the early 20th century. When wet, they weighed approximately nine pounds and had a tendency to fall down.
- During the 1920s, many women were arrested for wearing swimsuits that were deemed too scanty.
- It was not until 1932 that a men's topless swimsuit was marketed. The "Topper" had a detachable top that could be unzipped from the trunk bottom.
- The bikini was first introduced in 1946 by two French fashion designers, Jacques Heim and Louis Reard. It was named after the Bikini Atoll in the South Pacific, where the first post-war experimental explosions of atomic bombs took place.
- The first Sport's Illustrated "Swimsuit Edition" appeared on January 20, 1964, with Babette March on the cover. The best selling issue was the 25th anniversary issue with Kathy Ireland on the cover in 1989.
- The bikini became the official beach volleyball uniform for women in 1993, when the sport was officially recognized by the Olympic Committee.