

When and How You Shred Matters

Focusing on one task at a time and minimizing interruptions are both keys to maintaining productivity. Inevitably, during the course of the workday, you're going to have paperwork that needs to be shredded. But rather than interrupting your workflow by having to feed sheets of paper through your shredding machine, you set aside your paperwork to be shredded later. Days become weeks and weeks become months; all the while, a pile of no-longer-needed confidential information grows.

It's a problem that's common to many companies. In addition to procrastination, there may also be a "What if I need this information again?" state of mind that sets in, leading to documents being kept much longer than necessary. But not securely disposing of sensitive records in a timely manner is risky business. In addition to increasing the chances of identity theft and business fraud, keeping these records also increases your legal liability exposure and is likely to run contrary to regulatory compliance obligations affecting your company. It's critical that expired documents are destroyed in a timely manner according to retention requirements.

Unfortunately, your shredding machine does not facilitate judicious and complete destruction. It's time-consuming to use, prone to malfunction, and typically only shreds paperwork into strips, which doesn't render confidential data completely unrecognizable. Using a professional document shredding company utilizing industrial-grade shredding equipment that destroys confidential documents beyond recognition will eliminate your organization's dependence on shredding machines—while at the same time offering a quick, easy, and secure method for securely disposing of all paper files within your business.

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

Thoughts from Richard Steed

July is the month we celebrate the adoption of the Declaration of Independence 238 years ago. This historical document remains on display today, along with the Constitution and Bill of Rights, at the National Archives Building in our nation's capital.



While these historical documents no longer see any day to day use, they are recognized as the main formative documents of the United States and its government. As such, they are carefully preserved and protected under the care of NARA, the National Archives and Records Administration.

You may not feel that the information you have at your office is as important as the documents of the founding fathers... but if your documents contain information critical to business success and continuity or your customers' personal and private data, then they most certainly are vital to preserve and protect. In fact, in today's tightening legislative environment you can even be held accountable for neglecting to do so.

Like NARA, we have been entrusted with millions of documents from companies across our region. Whether we protect your paper or electronic information, we are honored to be entrusted with this responsibility and applaud your commitment to information management best practices.

As your reward, relax and enjoy the July pastimes of barbecues, outdoor concerts, fireworks, lake days and vacations.

After all, your records are safe, organized and only a phone call away when you need them.

Happy July!

Richard

What's Inside This Month?

4 Benefits of Being a Pet Owner

Still Unpacking?

By the Numbers: Libraries

Eight Steps to a Healthy Green Lawn

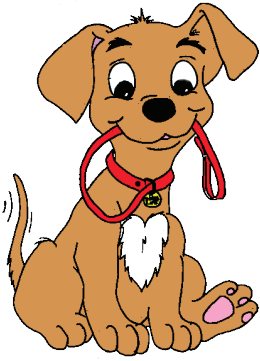
Happy Accidents

July Offers!

Get 5 FREE Storage Cartons!

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

4 Benefits of Being a Pet Owner



Research has shown that having a pet can increase your lifespan, make you happier, and keep you healthy. That makes these the top four reasons to own a pet.

1. Get healthier.

Although bacteria can cause illness, having too little exposure to germs can make for a weaker immune system. The key is to finding a balance and having a pet can help. Dogs and cats introduce new bacteria into your home which cause an increase in biodiversity in that environment. Your immune system builds up defenses to these new germs, strengthening it. In the long run, that means you will get sick less often and less severely than people with no pets.

2. Get happier.

A pet can help with establishing a routine and staying active, which are good for your mental health. Studies have shown that pet owners are more positive, are less likely to suffer from depression, and have more social interactions than those without pets.

3. Get exercise.

Having a dog can be like having a personal trainer. You can capitalize on the need for your dog to get outside and go for a walk to motivate yourself to get exercise on a daily basis. Research studies reveal that dog owners who walk their dogs daily are less likely to be obese than people who don't own dogs.

4. Get smarter.

Studies have shown that children who are responsible for pet care in the home are more mature, more creative, and do better in school than those with no pets in the home. But it all depends on the level of care they provide. A child who only occasionally is responsible for pet chores does not show any increases in these areas; but a child who is solely responsible for daily caretaking without needing help gains the most benefits.

Name the States

Old Father Murphy made it a point to visit each classroom at the parochial school once a week. He stopped into the fourth grade class just as they were finishing a discussion of the U.S. states.

"Well, how many states can you all name?" asked Father Murphy. The kids shouted out answers, but only came up with about 40.

"When I was a boy, students could name every state!" joked Father Murphy.

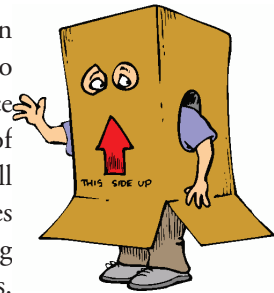
One boy raised his hand and said, "Yes, but back then there were only thirteen!"

July Holidays and Events

- 1 Second Half of the New Year Day
- 2 Made in the USA Day
- 3 Compliment Your Mirror Day
- 3 Stay Out of the Sun Day
- 4 Independence Day
- 4 Indivisible Day
- 5 International Day of Cooperatives
- 6 Take Your Webmaster to Lunch Day
- 7 Father-Daughter Take a Walk Together Day
- 7 Tell the Truth Day
- 10 Don't Step on a Bee Day
- 13 Gruntled Workers Day
- 13-19 Sports Cliché Week
- 14 International Town Criers Day
- 20-26 Captive Nations Week
- 21 National Get Out of the Doghouse Day
- 23 Hot Enough For Ya Day
- 24 National Drive-Thru Day
- 24 National Tell an Old Joke Day
- 26 National Day of the Cowboy
- 27 Parents' Day
- 27 Walk on Stilts Day
- 31 National Chili Dog Day

Still Unpacking?

Moving day has come and gone, maybe even *long* gone. Do you still have boxes waiting to be unpacked? If it has been some time since your move, you may be suffering from a lack of motivation. Since you've probably unpacked all the important stuff, those last remaining boxes can seem insignificant. But getting everything unpacked will have great psychological benefits.



Not only will you benefit from knowing that the job is finally done, it may also help you finally settle into your new home.

Start by tackling just one box a day. Carefully unpack the box and make sure to check any packing material for items that may have gotten stuck. Once the box is unpacked, take time to evaluate all of the items from the box. If it has been some time since your moving day, you may find that many of those belongings are things you don't really need. Use this opportunity to declutter. Place any items that you feel should be given away back into the box. After unpacking a few boxes, you'll probably find that you have a full box of items to give away. Many charities will come and pick up household goods. Call them up and schedule a day for pick-up. You'll then have a good deadline and hopefully, sufficient motivation to finally get the job done. Just remember, you didn't pack up in a day, and it will take just as long to get unpacked. Give yourself a break and have fun settling into your new home.

PacBlog

Three Additional Advantages of Going Offsite with your Records

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/storage-three-additional-advantages-going-offsite-records>

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>

By the Numbers: Libraries

- Fifty-eight percent of adults in the U.S. have a public library card.
- About 24 percent of library card holders read e-books in the past year.
- There are a total of 16,766 public libraries in the U.S.
- Americans check out more than eight books a year on average.
- Reference librarians answer almost 6.6 million questions weekly.

Source: American Library Association

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:

Many things can break, but this one is always broken purposefully and without noise.

Last Month's Answer to: *What has 3 feet but still can't walk?*

A Yard Stick

Last month's Winner:

JORGE GARCIA

WEISS MARTIN SALINAS & HEARST

Email your answer to info@pacific-records.com

JULY SERVICE AWARDS *Celebrating Pacific Employee Anniversaries*

2 YEARS

Matt Anderson

1 YEAR

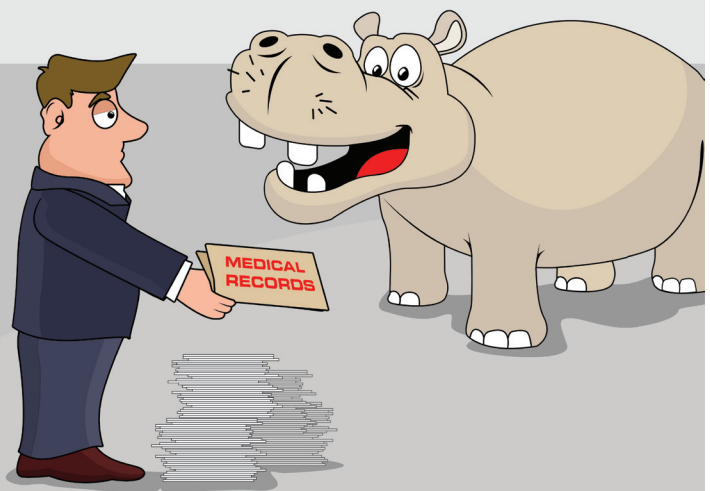
Dexter Francisco

Quick Tips: Green Living

Installing a high-efficiency showerhead saves water and money. You can cut your water usage by up to 3,000 gallons of water per person per year. This will save you \$50 in energy costs and cuts 1,000 pounds of carbon dioxide emissions each year per person. Newer version reduce water use but still provide a luxurious and satisfying shower experience.

~
"One of the most delightful things about a garden is the anticipation it provides."
~

Fred's still confused by the term "HIPAA Compliant."



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.

Eight Steps to a Healthy Green Lawn

If your lawn is not as green and lush as you'd like, there are a few simple steps you can take to improve your landscape.

1. Get out your rake and go over your entire lawn. Raking clears away stray leaves, sticks, and other debris. It also makes the lawn look neater. If your lawn has significant thatch--the buildup of roots and stems--you will need to dethatch it. Use a heavy rake with sharp, rounded tines, or rent a hollow-tined gas-driven aerator designed just for the task.

2. Feed your lawn if you haven't already done so. A thorough fertilizing will improve the health of your grass and can strengthen any damaged or weak spots that are bare or brown. Five pounds of 10-10-10 fertilizer per 1,000 square feet is usually sufficient.

3. Reseed any trouble spots. Spread grass seed in bare and brown spots and water well. Continue to water these spots daily until you see that the new grass is established.

4. Test your soil if you have continuing problems. Most lawn grasses grow best at a pH of 6 to 7. It is recommended that you test your soil every two to three years. Consult a local garden center or call your local county extension office for information on soil testing.

5. Observe how your sprinkler system is working. Standing water or puddles in your lawn mean that there is inadequate drainage. Low spots may need to be filled in with topsoil and

reseeded. If the puddle is quite large, more extensive drainage work, including pipes, may be needed. If you have consistently dry areas after watering, you will need to adjust your sprinkler system to reach those areas.

6. Give your lawn mower a good cleaning. Especially important is that lawn mower blades are sharp and properly balanced. Cutting grass with a dull blade shreds the leaf tip, which can lead to water loss and susceptibility to disease. A lawn mower technician can sharpen your blades, give it a tune-up, and change the oil. The wheels on your mower should be set so that the grass you cut is no less than three inches long. A rule of thumb is to cut no more than one third of the grass blade at any one time.

7. Consider recycling your clippings instead of bagging them. Mulching the grass allows it to settle back on the lawn. This enriches the soil with natural nitrogen, phosphorus, potassium, and other trace elements. These improve your lawn's health and boost the rate of thatch breakdown.

8. The best way to get a handle on weeds is to first improve the health of your lawn. Weeds find it harder to establish and thrive in a robust lawn. If you do wish to apply chemical treatments to your lawn to control weeds, bring in a sample of the weeds to your local garden center. They will be able to help you find the exact combination of treatments to benefit your particular problem.

Happy Accidents

"I've failed my way to success." -- Thomas Edison

"Mistakes are the portals for discovery." — James Joyce

Sometimes the best discoveries come about due to mistakes. Throughout history, mistakes have contributed many important and useful products to mankind. Here are some examples of the good accidents that have enriched our lives.

Chocolate Chip Cookies

Around 1930, innkeeper Ruth Wakefield was baking chocolate cookies one day and discovered that she did not have the cocoa powder called for in the recipe. Instead, she chopped up a chocolate bar and put the chunks in the batter, expecting them to melt in the oven. Instead, she got butter cookies studded with chocolate "chips."

Coca-Cola

In 1886 a pharmacist named John Pemberton concocted a medicinal syrup, hoping to create a tonic for people who were tired, nervous, or suffering from bad teeth. He marketed it as a tonic for a year unsuccessfully. It was only after the soda was sold as a soft drink that it took off to become the brand it is today.

Post-It Notes

A 3M researcher was trying to develop an improved form of adhesive tape. Instead he got a substance that stayed semi-sticky. This concoction was shelved for another four years until another 3M researcher was looking for a way to keep bookmarks from falling out of a book. The two ideas came together to form the Post-It Note, first marketed in 1980.

Silly Putty

During World War II, the U.S. government was trying to develop a synthetic rubber. They experimented with silicone and eventually tried adding boric acid to silicone oil. The substance, however, failed as a good rubber substitute—it was too gooey and bouncy. After the war, it was marketed as a toy called Silly Putty.

Penicillin

In 1929 scientist Alexander Fleming accidentally left one of his bacteria samples near an open window. It was contaminated by mold spores. He examined the sample and noticed that the mold was eliminating the bacteria. He concluded that this substance was able to destroy bacteria and eventually began to use it to control infections in humans.

NEWS You Can Use

is a free monthly newsletter from your friends at

Stockton (209) 320-7771 • Sacramento (916) 649-7360 • Fresno (559) 475-7892

Modesto (209) 343-4630 • Napa/Solano County (888) 893-6054

PACIFIC
SINCE 1856
RECORDS MANAGEMENT
www.pacific-records.com