

NEWS You Can Use

Crossing Texas

Seamus Murphy won the Irish Lottery and decided to go on a long-awaited trip to America. He arranged to cross the country on a tour bus. One day, after driving through miles and miles of desert and empty oil fields, he finally asked the tour guide where they were. The guide said, "We are crossing the great state of Texas. It is so big that your County Kerry would fit into the smallest corner of it." Seamus nodded slowly and said, "Yes, and wouldn't it do wonders for Texas!"



Quick Tips: Organizing

Keeping trash out of your vehicle can be a challenge. If you are not in the habit of removing trash daily, then you may need a trash receptacle in your car. This can be as simple as a small disposable bag. A small sturdy plastic bin can help keep trash under control. Try using a plastic food storage container or a repurposed plastic cereal dispenser. Line it with a grocery sack or plastic produce bag and you'll have a dedicated place for all your trash.

Bumpah Stickahs

- Almost everything in life is easier to get into than to get out of.
- Always try to stop talking before people stop listening.
- Any issue worth debating is worth avoiding altogether.
- Before you give someone a piece of your mind, be sure you can spare it.
- Diplomacy is the art of letting someone else have your way.

What's Inside This Month?

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March Offers!

Thoughts from Richard Steed

We've now sailed, slid, or flip-flopped—as the case may be—through much of winter and March has arrived. March is a month that has the power to encompass the complete year's weather options in its 31 days; often spinning on a dime and seemingly based solely on its ever-changing mood. March is stubborn, fickle and fun; refusing to be pigeonholed. It is what it wants to be at the time and that is that!



March is an equal-opportunity month; boasting the equinox, when old Sol reaches out to tickle the equator with its rays, when daylight and nighttime meet in the middle throughout our global community.

We've all heard about the dreaded Ides of March...or have we? Actually, the Ides of March is not "dreaded" at all; it is merely another term for March 15th. Really. That's where its origin stems from; a simple day found in the middle of March's month. Shows what imagination and Caesar's larger-than-life legacy can cook up in our collective minds.

March is not just a time when the Irish break out the shamrocks and corned beef and cabbage. It also treats us to extended light-filled afternoons and the long-awaited first day of spring. Plus, we need the 31 days of March to think up good April Fools pranks!

This month is a fairly decent analogy of life in general. We try to do the best we can with whatever comes our way, day after day. We certainly continue to do this for you, our valued client, with our ever-present gratitude and staunch reliability—even while parading through this often roller coaster of a month.

March on!

Richard

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

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 March!

Common Data Loss Risks

Data loss can have a major financial and legal impact on your business. That's why it's important to be aware of the most common data loss risks. One common risk is not backing up your data regularly; skipping even a single day can have a devastating effect on your business. Follow a rigid backup schedule to ensure your archival and recent data can be recovered.

Many organizations follow a diligent backup schedule but put their data at risk by storing it onsite. While the probability of your business being affected by a natural or man-made disaster may seem low, it's important to consider major and minor threats that can destroy the digital devices that store your data. A sprinkler system malfunction can do just as much damage to your data as an earthquake, tornado or fire. As a result, you should always store your backup data offsite in a secure location.

Finally, don't discount the risk of human error; according to Databarracks, it's the number one cause of data loss. Common errors include losing backup tapes, ignoring security updates on computers, and opening suspicious emails. While the adage "to err is human" may be true, it shouldn't stop you from creating a culture of awareness in your business that minimizes mistakes that lead to data loss.

Your data is your most important business asset. While there's no silver bullet for preventing its loss, a data protection partner can help you minimize your risk exposure.

Quick Tips: Green Living

The easiest and best way to cut water use in your home is to simply use less. Take shorter showers, make sure your clothes washer and dishwasher are full before running them, and turn off the faucet when you are brushing your teeth. You can also reduce water use outside by reducing the amount of grass in your yard. Replace those vegetation areas with plants and shrubs that require less water.

By the Numbers: Lottery Winners

- About 55% of lottery winners say they are happier after winning.
- Around 66% of lottery winners gave money to their siblings, 57% gave money to their children, and 51% gave money to their parents.
- 90% of lottery winners report having a best friend before winning the jackpot and that they are still friends with that person.
- Keeping all that money is difficult as 44% of lottery winners spent their entire winnings within five years.
- After winning a jackpot, 68% of those winners still play the lottery on a weekly basis.

March Holidays and Events

Daily Observances

- 1 World Compliment Day
- 2 Read Across America Day
- 3 International Ear Care Day
- 3 World Book Day
- 3 World Wildlife Day
- 4 Courageous Follower Day
- 4 National Day of Unplugging
- 4 World Day of Prayer
- 6 Namesake Day
- 7 Fun Facts About Names Day
- 8 International Working Women's Day
- 8 Organize Your Home Office Day
- 8 Day for Women's Rights and International Peace
- 9 Panic Day
- 10 International Bagpipe Day
- 10 World Kidney Day
- 11 Middle Name Pride Day
- 12 Genealogy Day
- 12 International Fanny Pack Day
- 13 Check Your Batteries Day
- 13 Daylight Saving Time Begins
- 14 Fill Our Staplers Day
- 14 Pi Day
- 15 True Confessions Day
- 16 Black Press Day
- 16 Freedom of Information Day
- 17 Saint Patrick's Day
- 18 Forgive Mom and Dad Day
- 20 First Day of Spring
- 20 International Day of Happiness
- 21 Memory Day
- 21 National Renewable Energy Day
- 21 Intl. Day for the Elimination of Racial Discrimination
- 21 International Day of Forests
- 21 World Poetry Day
- 21 World Down Syndrome Day
- 22 As Young as You Feel Day
- 22 International Day of the Seal
- 22 National Goof-Off Day
- 22 World Water Day
- 23 National Puppy Day
- 23 National Tamale Day
- 23 World Meteorological Day
- 24 World Tuberculosis Day
- 25 Pecan Day
- 26 make Up Your Own Holiday Day
- 27 Easter Sunday
- 29 National Mom and Pop Business Owners Day
- 30 Doctors Day

PacBlog

To Scan or to Store? That Is the Question

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/
to-scan-or-to-store-that-is-the-question](http://pacific-records.com/to-scan-or-to-store-that-is-the-question)

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>

Quick Tips: Home

Increasing the security of your home doesn't need to be difficult or expensive. Make sure all your windows have blinds or curtains. Install motion sensors on outdoor lights. Trim bushes and shrubs around the outside of your home so that a burglar doesn't have a place to hide. If your front door is not visible from the street due to overgrown or misplaced vegetation, clear out this overgrowth.

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:

What is a "fishy" five letter word that spells and means the same thing even if you flip it upside-down?

Last Month's Answer to: *What is a mathematician's favorite dessert?*

"PI"

Last month's Winner:

CINDY HODSON

STOCKTON COMMUNITY FEDERAL CREDIT UNION

Email your answer to info@pacific-records.com

Getting Ready for Spring Exercise

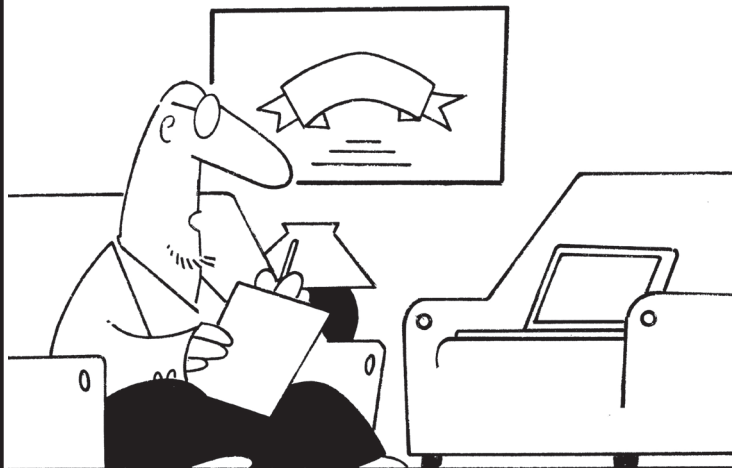
Many people spend most of the winter indoors, getting relatively little exercise. When warmer weather hits, everyone is ready to get up and outside to enjoy physical activity. With this comes increases in injuries during the spring months, when those who were sedentary during the winter jump right into strenuous outdoor exercise.



The key to preventing these types of injuries is to increase flexibility before engaging in exercise that requires extended ranges of motion. Gradually reestablish your routine, adding a new activity or more time to your workout each day. Warm up properly by stretching all of your muscles, reducing your chance of injury. You should also inspect your workout gear for excess wear and tear, especially shoes. If your shoes are worn or lacking in good support, you'll want to replace those before you begin a new exercise regimen.

Finally, don't be surprised if, even with proper stretching and equipment, you are sore after resuming your exercise routine. Ease into your workout and stop if you begin to feel pain. Let sore and tired muscles rest before pushing them to their limits again.

"You will never find anybody who can give you a clear and compelling reason why we observe daylight saving time." — Dave Barry



"No, it's not just you. We're all insecure in one way or another."

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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.

Top 4 Taxpayer Mistakes

Every tax season, tax filers overlook some simple steps that can save them money. We've put together the top four mistakes taxpayers make and how you can avoid them.

Math Errors

According to the IRS, this is the number one mistake made by taxpayers. Every tax return filed is checked for mathematical accuracy. If you are found to have made an error that results in a tax deficiency, you will receive a bill for that amount. Any excess paid is credited to future taxes or can be refunded at your request. To avoid this mistake, take the time to review your addition and subtraction work. If your return is prepared by an accountant, you may still want to review the math on your return to be sure of its accuracy.

Getting the Information Wrong

Another common error detected by the IRS is incorrect information on the tax forms. Most often this involves Social Security numbers that do not match the taxpayer's name, or incorrect Social Security numbers used for dependents. If the Social Security number is incorrect or not included, you will not be eligible for certain deductions for dependents or for the Earned Income Credit. Be sure to double check your Social Security number entries for yourself, your spouse, and each of your dependents.

Forgetting Items on Your Return

All financial institutions report interest and dividend payments to the IRS, and the majority of these payments are cross-checked by the IRS. In other words, if you forget to include dividend or interest payments as income on your return, you will most likely get a bill from the IRS for taxes owed. Even worse, there will probably be interest and penalties as well. You'll also want to be sure to remember to sign your return. Unsigned returns are considered invalid and will be returned to you.

Not Getting the Most Out of Your Deductions

A common problem for taxpayers is not having proof of deductions. It is imperative that you keep receipts and checks for expenses you wish to deduct for at least three years from the due date of the year filed, or the actual date filed, if later. You will also need receipts for items that you have donated to charity. It is up to you to determine the value of the items, but you still need dated documentation from the charity that you have actually donated the goods. You will also benefit if you categorize your deductions properly. Deductions like medical expenses must be added up, as you can only deduct them once they've exceeded 10 percent of your adjusted gross income. If you are able to, prepay some medical expenses at the end of the year or hold off on payment until the beginning of the year if you anticipate spending more on medical expenses in the coming year. You will then be able to maximize your deduction.

Did You Know: Caffeine

March is National Caffeine Awareness Month.

Caffeine was on the International Olympic Committee list of prohibited substances until 2004. More than 12 micrograms of caffeine per milliliter of urine, about the amount in five cups of coffee, would have been cause for an athlete to be banned.

The human body can absorb up to about 300 milligrams of caffeine at any given time. Any excess is secreted off.

Twenty percent of the caffeine you've ingested is dissipated from your body every hour, so it takes about five hours for caffeine to fully leave your body.

Dark roasted coffees have less caffeine than medium roasts. The longer coffee beans are roasted, the more caffeine burns off during the process.

A strong cup of tea has about the same amount of caffeine as a cup of filtered coffee.

Trimethylxanthine is the chemical term for caffeine.

Seventy percent of all the sodas sold in the United States contain caffeine.

In its pure state, caffeine is a crystalline white powder.

Ten grams of caffeine is considered a lethal dose, the same as drinking 80 to 100 cups of coffee in rapid succession.

Over 450,000,000 cups of coffee are consumed in the United States every day.

Caffeine begins to affect your body's systems as soon as 15 minutes after it is consumed.



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