

Outsourced Paper Shredding Saves You Money and Reduces Risk

In an age where identity theft and business fraud is common, secure document destruction is a necessity. Rather than shredding your documents in-house, however, outsourcing it can eliminate capital expenditures on unreliable shredding machines, reduce employee labor costs, and ensure confidential information is destroyed promptly and securely.

Destroying business records with an office shredder is tedious and time-consuming. Staples and paper clips have to be removed from documents before they are shredded. Since only a few sheets of paper can be shredded at once, files need to be separated into small, easily shredded portions. Shredder maintenance problems—including paper jams—seem to arise unexpectedly, lengthening the already time-consuming process. With all the time and trouble involved, your staff may avoid the document destruction process altogether, increasing your company's risk of a privacy breach.

An outsourced shredding and destruction service enables your document disposal requirements to be professionally assessed and managed. Locked shredding containers replace your office paper shredders, enabling whole files, even those with paper clips and staples, to be securely disposed of in a few seconds. On a schedule determined by you, your containers are collected by screened shredding technicians who ensure end-to-end chain of custody for your information. Industrial-grade shredding equipment renders your documents completely useless to thieves. The process is complete when you receive a Certificate of Destruction verifying that your information has been destroyed in accordance with State and Federal laws.

Outsourced paper shredding offers your business reliable and cost-effective privacy protection.

What's Inside This Month?

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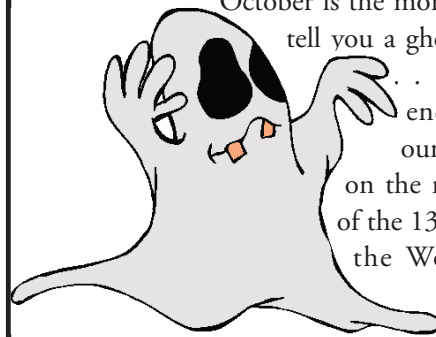
Brain Teaser: Win a \$25 VISA Gift Card!

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October Offers!

Thoughts from Richard Steed



October is the month of ghost stories. I will tell you a ghost story . . . don't worry . . . it's one with a happy ending. Looking ahead to our "October Events" section on the next page, I see the week of the 13th to the 19th is "Getting the World to Beat a Path to Your Door Week." This idea, coincidentally, is

connected with my ghost story as you'll soon see.

As a business, I'm sure you appreciate the desire to have the "world beat a path to your door." That would be nice if it happened all by itself, wouldn't it? But most business have to work at that, as I'm sure has been your experience.

My job is cool because I help businesses get better at getting the world to beat a path to their door. Every hour you're not looking around for lost files or reorganizing storage areas you can be working on making your clients happy and keeping your good business name. Happy customers are your best advertising source. They go out in the community and share with their friends and colleagues how happy they are with your service. Soon those potential new clients are beating a path to your door! Still others see that path and follow it—to give you a chance to do for them what you're already doing so well for your existing clients.

So what's the ghost story? Well, the ghost story is that your business doesn't become one! Tricky? Perhaps, but also a "treat." Happy October to you and your clients!

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 October!

OCTOBER SERVICE

AWARDS

Celebrating Pacific Employee Anniversaries

28 YEARS

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4 YEARS

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Quick Tips: Money

Buying medication for your pet online can save you money, but be sure that you are using a reputable source. Avoid pharmacies outside of the United States because they may be selling expired or counterfeit medication or drugs that are not FDA-approved. In fact, some pills from these sources may not contain any medication at all. Only use local pharmacies or those online ones that have a valid license in your state.

By the Numbers: Halloween

- Americans spend over \$7 billion on Halloween each year.
- The average spent on candy to be given out to trick-or-treaters is just over \$21.
- The most popular adult costume each year is a witch, with about 13 percent choosing this. The next closest is a pirate at 4 percent.
- The most popular children's costumes are princesses and superheros, together comprising 18 percent of kids' costumes each year.
- Almost 12 percent of pet owners dress their pet up for Halloween.

Source: National Retail Federation

“Football incorporates the two worst elements of American society: violence punctuated by committee meetings.”

— George F. Will

Bumper Sticker Humor

- Knowledge is knowing a tomato is a fruit. Wisdom is not putting it in a fruit salad.
- He who smiles in a crisis has found someone to blame.
- The shinbone is a device for finding furniture in a dark room.
- Always borrow money from a pessimist. He will never expect it back.
- A bank is a place that will lend you money as long as you can show you don't need it.

October Holidays and Events

Daily Observances:

- 1 International Day of Older Persons
- 1 World Vegetarian Day
- 2 International Day of Nonviolence
- 2 World Farm Animals Day
- 2 World Smile Day
- 4 National Ships-in-Bottles Day
- 5 World Habitat Day
- 5 World Teachers' Day
- 6 National German-American Day
- 8 National Depression Screening Day
- 9 World Post Day
- 10 Universal Music Day
- 10 World Mental Health Day
- 11 International Day of the Girl Child
- 12 Columbus Day
- 12 International Moment of Frustration Scream Day
- 13 International Day for Disaster Reduction
- 14 International Top Spinning Day
- 14 National Stop Bullying Day
- 15 International Credit Union Day
- 15 International Day of Rural Women
- 16 World Food Day
- 17 International Day for the Eradication of Poverty
- 18 World Menopause Day
- 19 Evaluate Your Life Day
- 22 International Stuttering Awareness Day
- 22 Smart is Cool Day
- 23 National Mole Day
- 24 United Nations Day
- 24 World Development Information Day
- 25 Mother-in-Law Day
- 26 Mule Day
- 27 Cranky Coworkers Day
- 29 National Cat Day
- 30 Haunted Refrigerator Night
- 31 Halloween
- 31 National Forgiveness Day

Weekly Observances:

- 4-10 Fire Prevention Week
- 4-10 Mental Illness Awareness Week
- 4-10 World Space Week
- 6-12 National Physician Assistants (PA) Week
- 11-17 National Food Bank Week
- 12-16 National School Lunch Week
- 12-18 World Rainforest Week
- 13-19 Getting The World To Beat A Path To Your Door Week
- 18-24 Bullying Bystanders Unite Week
- 18-24 National Friends of Libraries Week
- 19-23 National School Bus Safety Week

PacBlog

Top Criteria for Choosing a Shredding and Destruction Partner

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-criteria-for-choosing-a-shredding-and-destruction-partner>

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>

Clever Man

A man was walking through the forest one day when he stumbled upon a talking frog. The frog shouted to him, "If you kiss me, I will turn into a beautiful princess."

The man bent over, grabbed the frog, and shoved it into his pocket. Startled, the frog spoke up again saying, "Did you hear me? I will turn into a princess if you kiss me. In fact, I will stay with you for as long as you want me."

The man pushed the frog deeper into his pocket and kept on walking. Finally, the frog asked, "What is the matter? I've told you what will happen if you kiss me. Why won't you do it?"

The man smiled and said, "Look, I'm a very busy man. I don't have time for a girlfriend. But a talking frog, now that's cool!"

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:

How do you make a skeleton laugh?

Last Month's Answer to: *What's green and smells like blue paint?*

"GREEN PAINT"

Last month's Winner:

**BONNIE AMARO
SIERRA COLLEGE**

Email your answer to info@pacific-records.com

Did You Know? Billiards!

Carom is a pool game using only one white ball, one yellow ball, and one red ball. There are no holes in a Carom table.

The first coin-operated billiard table was patented in 1903. It cost one penny to play.

Billiard balls used to be made out of ivory. The average tusk only yielded three to four balls, as they had to be cut from its center. Today, billiard balls are made of celluloid and other plastics.

The term "scratch," as applied to a pocketing of the cue ball, was derived from the penalty assessed for such a foul. In pool's early days, the score was often kept on a chalkboard. When a player pocketed the cue ball, his opponent "scratched" a point off the shooter's score.

Throughout most of the 1800's, the chalk used on the leather cue tips was carbonate of lime, the same as blackboard chalk. Today, most chalk is comprised of fine abrasives and does not contain any chalk at all.

The ferrule is a small sleeve at the end of a pool cue that the tip is adhered to. It is used to prevent the end of your cue from splitting and also provides a solid, stable point to which the tip can be fastened.

Quick Tips: Green Living

One simple meal change can not only improve your health, but can have a positive effect on the environment as well. Just plan for one meat-free meal per week. For a family of four, this has as much impact as replacing the family car with a hybrid vehicle. The benefits result from a reduction in resources needed to raise, process, and transport livestock.



"Why can't they make a spell checker that actually knows how to check spells!?"

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.

Halloween Decorating 101

Consumers spend more on Halloween each year than on any other holiday besides Christmas. Much of that money goes towards decorations. Whether you are getting ready for a Halloween party, or are simply opening your home to trick-or-treaters, these ideas will be sure to come in handy this Halloween season.

Glowing Eye Creatures

Cut ghosts, black cats, and/or witches from sturdy poster board. Decorate with paint and other craft accessories. With a craft knife, cut small holes for the eyes. Attach to a wall or use stakes taped to the back to stick into the ground. String a strand of twinkle lights behind the figures, placing lights into the eyeholes.

Ghosts, Ghosts, and More Ghosts

You can find inexpensive cheesecloth at craft or fabric stores. Unfold completely and cut to form ghostly shapes. Hang these from trees or outdoor porches, or you can grace the entryway to your home. You can also use a thin white chiffon type fabric.

Spooky Smoke

Dry ice is the way to go if you want to fill your trick-or-treat area with realistic fog. Look in your phone book for ice suppliers or contact your local ice cream shop. They will often have dry ice for sale. Place the dry ice in a large bucket and cover completely with water. The warmer the water, the more fog you will get, but it will also be gone faster. Cooler water produces less fog, but lasts longer. A special note about dry ice: you can never touch dry ice with your bare hands. You will suffer severe frost burns. Use heavy gloves, avoid all skin contact, and keep away from children.

Graveyard

Cut headstones from an old Styrofoam cooler or from sheets of craft Styrofoam. Paint them brown or gray and add some funny or spooky epitaphs. Place RIP on the top and the dates on the bottom. For the name and/or epitaph, use something like, "C. U. Later."



Preventing Falls Among Seniors

It does not have to be inevitable that as you grow older, you will suffer from a debilitating fall. There are several steps you can take to help prevent falls.

First, take time to make your home safer. Remove items you might trip over on stairs and in walkways. Throw rugs should be secured with double-sided tape to keep them from slipping, and stairways and bathtubs should have handrails installed. You should also wear shoes that give good support and have thin non-slip soles. Avoid wearing slippers in your home.

Your health status can also affect your chances of falling. With your health care provider's review, you may wish to begin a regular exercise program. It can improve your balance and coordination and make you stronger. You should also have your vision checked to ensure that you do not have a condition such as glaucoma or cataracts that limits your vision. If you wear prescription eyewear, be sure that your glasses are the correct strength.

Finally, discuss with your doctor the medications you are taking, including non-prescription medication. Some medicines, or combinations of certain drugs, can make you drowsy or light-headed, which can lead to a fall.

Making Playgrounds Safer

If you have a child who has recently headed back to school, take some time the next you visit to inspect the playground areas. The U.S. Consumer Product Safety Commission reports that there are about 20 playground-related fatalities each year, and over 200,000 children suffer injuries on a playground annually. Eight-one percent of all playground injuries occur as a result of a fall.

One proven method for reducing these injuries is by installing softer ground coverings. However, it is estimated that as many as 92 percent of American playgrounds do not have adequate ground cover.

One innovative surface uses recycled, shredded non-toxic tires. This material outperforms all other surface material in impact absorption. The material can be produced in a variety of colors and lasts for up to 50 years, saving in maintenance costs for schools.

If your child's playground has a hard, dangerous surface, take the time to talk to your school official, requesting that a material such as recycled tires be used to replace the ground cover. It is a good idea to educate other parents and teachers on ways the playground can be made as safe as possible, starting from the ground up.

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

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